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JULY, 1958

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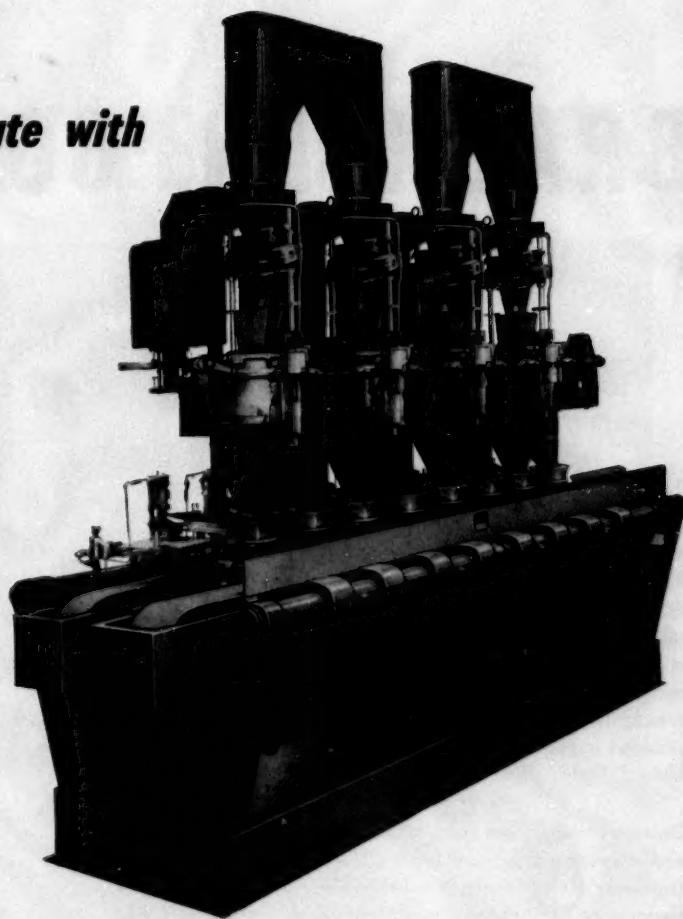
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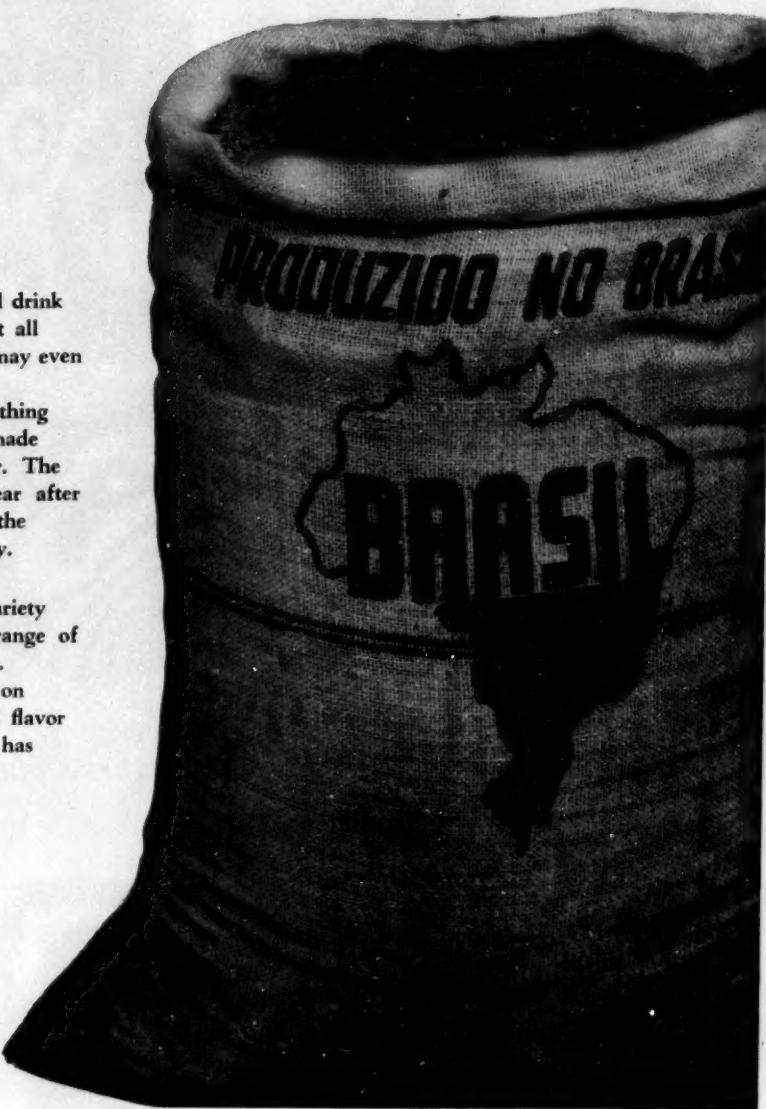
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Coffee & Tea Industries and The Flavor Field, published monthly by The Spice Mill Publishing Company, 106 Water St., New York, N. Y. Subscriptions \$4.00 a year, 50 cents per copy, July 1958 Vol. 81 No. 7. Reentered as second class matter June 22, 1951, at the Post Office at New York, N. Y., under the Act of March 3, 1879.

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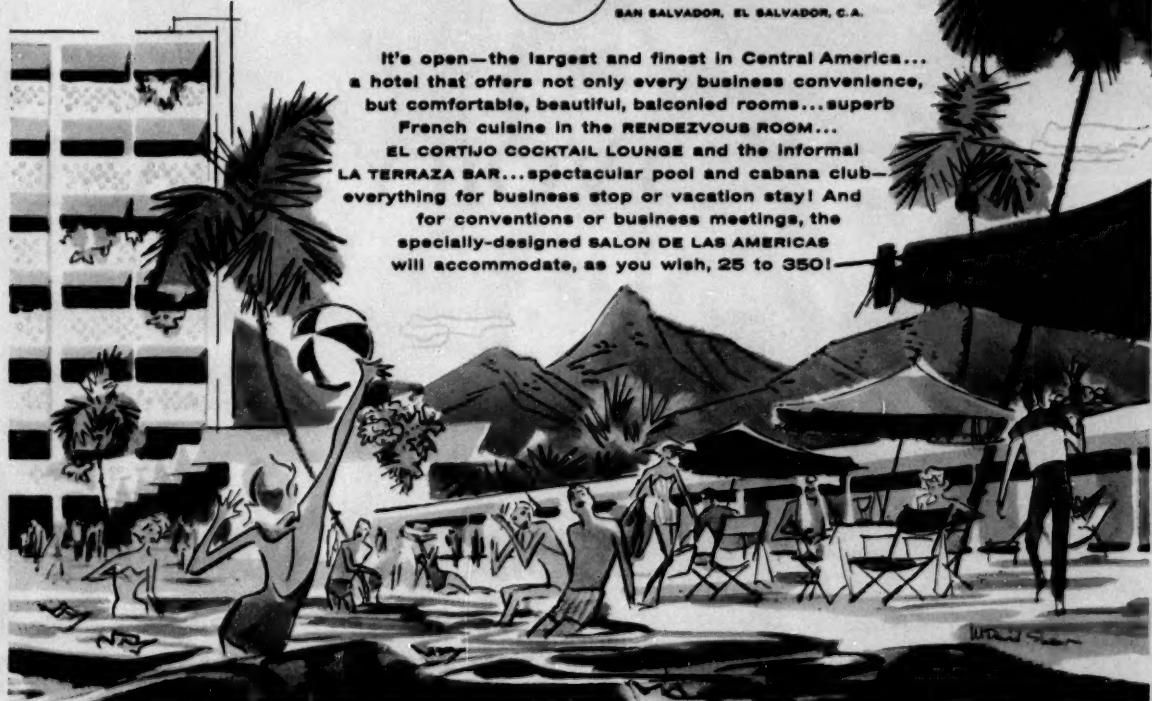
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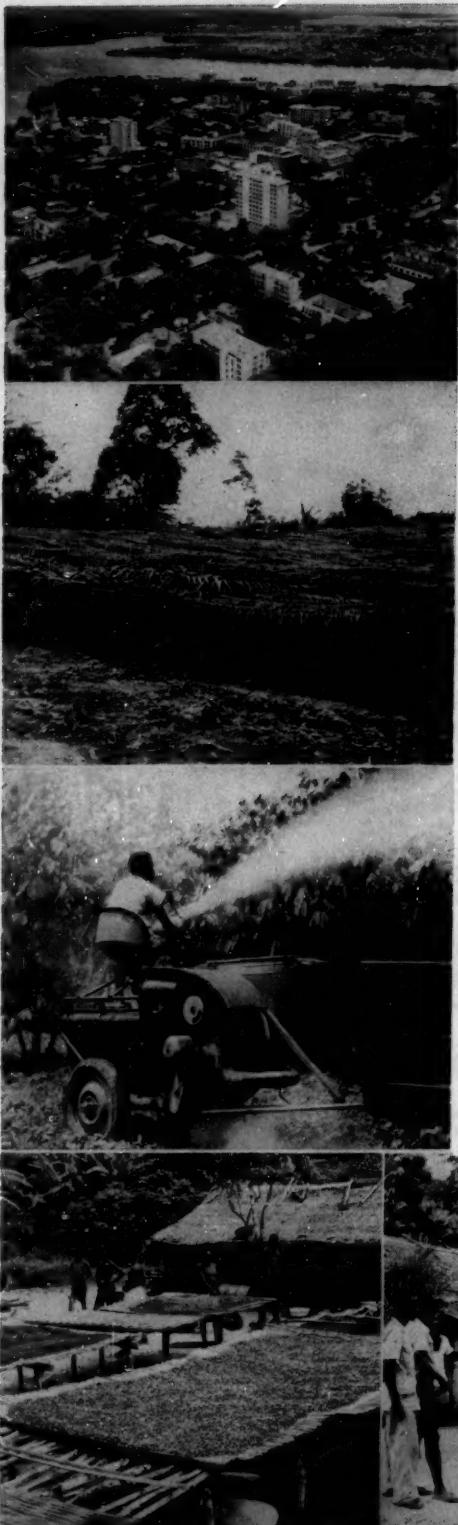


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Top photo shows a view of the modern city of Abidjan, the main port of Ivory Coast. The second photo illustrates a typical coffee tree nursery in the interior. The third photo pictures the spraying of coffee trees with up-to-date equipment. On the lower left is shown a native type drying bed, although the more modern method of drying on concrete is widely used. The center picture illustrates one of the mobile hulling units in use in Ivory Coast. On the right is shown one of the new cleaning and warehousing plants in Abidjan.

Formerly THE SPICE MILL

COFFEE & TEA INDUSTRIES and The Flavor Field

81st Year

July, 1958

Vol. 81, No. 7

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Publisher, E. F. Simmons; Editor, Bernard Sachs; Advertising Manager, Ben Kingoff; Business Manager, E. Redmond; Circulation Manager, E. Patterson.

Representatives: New Orleans — W. McKennon, 731 Dumaine St.; California — Mark M. Hall, 1215 Shattuck Ave., Berkeley, Calif.; Chicago — Harry T. Lane, 141 W. Jackson St.; Mexico City — Douglas Grahame, Apartado 269; Rio de Janeiro — A. Sampeio Filho, Rue Quitando 191; Santos — Tullio Catunda, Praça Maua, 29-a/217.

Subscription: \$4.00 per year, U. S. A.; \$4.50, Canada; \$5.00, Foreign. Published monthly. Copyright 1958 by The Spice Mill Publishing Co., Inc., 106 Water Street, New York 5, N. Y., WHitehall 4-8733.

81st Year



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Pioneer Publication in Coffee, Tea, Spice, Flavor

JULY, 1958

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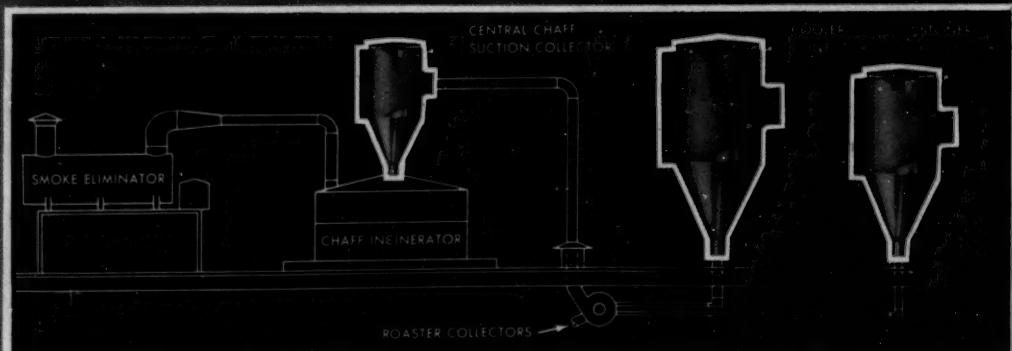


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activity mounts in international search for basic answers to coffee dilemma

Developing United States policy on international coffee measures continued to unfold last month.

High level activity on coffee mounted as part of efforts to find a new basis for improved hemisphere relations.

The activity was spurred by disturbances aimed at Vice President Nixon during his recent visit to South America.

Brazil's President Juscelino Kubitschek sent an appeal to President Eisenhower for closer U. S.-Latin American ties.

Indicating the importance President Eisenhower attached to the matter, he sent a reply with Roy R. Rubottom, Assistant Secretary of State for Inter-American Affairs.

Newspaper reports said Mr. Rubottom was expected to emphasize three important changes in U. S. economic policy: "New determination to help coffee producing countries hit by low prices; more liberal credits through the Export-Import Bank to nations which have suffered most from the U. S. recession; a firmer stand by the Administration against pressures to increase duties on dollar earning Latin exports."

Secretary of State John Foster Dulles will visit Brazil early in August, President Eisenhower declared in his note.

In Rio de Janeiro, President Kubitschek suggested to Mr. Rubottom that a conference of foreign ministers of the American republics be arranged to seek a new basis for hemisphere relations.

Colombia's Foreign Minister, Carlos Sanz de Santamaria, proposed Bogota as the site for the parley.

In Washington, D. C., at a formal meeting of representatives of the world's leading coffee growing countries, the U. S. was chosen to preside over a permanent international coffee study group.

Sixteen Latin American coffee producing countries were represented. Observers from Britain, France, Portugal, Belgium, the Netherlands, Ethiopia and Australia attended the meeting for the African, Asian and European colonial coffee producing countries.

Portugal, France, Belgium and the Netherlands were reported ready to join the group. Britain and Ethiopia were said to be less favorably disposed but did come in.

Assistant Secretary of State for Economic Affairs Thomas Mann made the opening address to the delegates. Also representing the United States were Harry Turkel, P. Callanan, and Mrs. Otis E. Mulliken from the Department of State; J. Schaffer and L. Fox from the Department of Commerce; F. Blackburn and P. K. Norris from the Department of Agriculture.

Representing the National Coffee Association was Chairman Frederick H. Silence.

Brazil was elected to the first vice presidency of the international coffee study group. A second vice presidency has been reserved for a non-hemisphere country.

Jorge Franco, financial attache of the Colombian Embassy in Washington, was elected secretary-general.

U. S. thinking on Latin America and coffee was indicated

by Secretary Dulles at a news conference. He said this country is "trying to help the raw material producing countries, both by extending credits in appropriate cases, and by trying to deal with the problem on a somewhat more fundamental basis."

Mr. Dulles said that the "economic troubles that confront us are, in a sense, a tragedy of errors. In part the errors are due to the unwitting mistakes of the producing countries themselves who, acting without adequate knowledge, often go in for overproduction."

In commenting on the coffee situation, Mr. Dulles said he didn't feel that there has been any appreciable reduction in the amount of coffee that is being drunk by the American people.

"The trouble," he said, "is not that there is a fall in consumption but that there has been overproduction, largely because the producing countries have not had the statistics or the figures to know what they were doing. And we in the past have followed a policy of detaching ourselves from that phase of the problem."

The Secretary of State added that "we are expecting now to get into that phase of the problem and to help in consultations and discussions which will tend more to keep production in line with consumption."

Arturo Gomez Jaramillo, general manager of the National Federation of Coffee Growers of Colombia, urged the U. S. to join the producing countries of Latin America and Africa in a program to stabilize coffee prices.

He asked for international cooperation in a program that "would allow necessary and healthy fluctuations in coffee prices but would prohibit immoderate rises or ruinous declines."

The preparatory commission of the International Coffee
(Continued on page 48)



Dr. and Mrs. Paulo Guzzo arriving at Idlewild Airport, New York City, by a Varig Airlines plane from Rio de Janeiro for coffee talks in New York and Washington, D. C. Dr. Guzzo is president of the Brazilian Coffee Institute and his country's representative on the board of directors of the International Coffee Organization.

★ A PCCA Convention "Highlight" Report

trade views on international coffee agreement aired at PCCA convention

By MARK HALL

Attitudes in the United States trade on international coffee agreements took clearer shape at the 1958 convention of the Pacific Coast Coffee Association, held at the traditional site, Del Monte Lodge, Pebble Beach, Calif.

National Coffee Association President John F. McKiernan told the annual meeting that if restrictions and regulations will correct the economic and financial problems caused by surpluses of green coffee, then the governments of the Free World should give them due consideration.

The U. S. coffee industry recognizes the dislocations inherent in a policy of controls, Mr. McKiernan said, but it is a calculated risk.

Andres Uribe, New York representative of the National Federation of Coffee Growers of Colombia and an official of the Pan-American Coffee Bureau, told the convention that the future of the coffee industry and the political and economic freedom of Latin America rests on the immediate adoption of a world coffee program.

Nevertheless, PCCA members, at a business meeting, voted a resolution expressing the conviction that normal and established channels of trade have, down through the years, demonstrated an ability to sell coffee under the most efficient conditions.

The resolution reaffirmed "a position of opposition to any measures by governmental or quasi-governmental agencies which would tend to interfere in the free and unrestricted flow of green coffee supplies from the countries of production to this section."

Sunday a pre-convention cocktail party honored the directors and advisory committee of the National Coffee Association. Monday evening a cocktail party was sponsored by the allied industries, with an outstanding "Hawaiian Night."

The general meeting Tuesday morning was opened by retiring PCCA president Ed Manning. He read telegrams from members who could not be on hand and thanked all those who had so ably assisted him during his time in office. Vice president Weldon Emigh gave a report on the activities of the various committees during the year. The meeting wound up with a demonstration on coffee brewing by Jack Leach, western representative of The Coffee Brewing Institute.

The new PCCA president is Weldon H. Emigh, of the Weldon H. Emigh Co., Inc., San Francisco. Executive

vice president is Reuben Hills, III, Hills Bros. Coffee, Inc. Elected to the board of directors were Mr. Emigh, chairman, Green Division; Thomas F. Barrett, S. F. Pellas Co.; Harold F. Gavigan, B. C. Ireland, Inc.; Wilbur H. Hughes, Haas Bros.; E. A. Johnson, Jr., E. A. Johnson & Co.; Herbert O. Knecht, H. O. Knecht & Co.; J. W. Schimpfening, Anderson, Clayton & Co., Inc.

Named directors in the Roast Division were Reuben Hills, III, chairman; Rodger Baker, Safeway Stores, Inc.; Morris H. Buckingham, Alexander-Balart Co.; Stanley



Weldon H. Emigh, of the San Francisco company bearing his name, who was elected president of the Pacific Coast Coffee Association for the coming year.

P. Gleason, M.J.B. Co.; Carl Lincoln, Nabob Foods Division, Kelly Douglas & Co., Ltd., Earl R. Lingle, Lingle Bros. Coffee Co.; E. M. Manning, Jr., Manning's, Inc.

Mr. Uribe said that coffee is approaching a major crisis for the very simple reason that supplies substantially exceed effective demand.

The United States can understand this because it is going through the same situation itself, he pointed out, but the situation is critical for Latin America. In this country, when an industry outstrips the demand for its product, it can take immediate corrective action, he said, but in agriculture—especially if the crop is from trees, as with coffee—it takes considerable time to adjust supply to demand.

Therefore, when the coffee industry faces a situation of over-supply, the matter of prices cannot affect the situation, because it would have no immediate effect on production, he emphasized. Furthermore, as the situation stands today, reduced prices for the green beans have not increased consumption, he said. One answer seems to be the maintenance of an orderly market through such arrangements as the Mexico City Agreement, he pointed

★ A PCCA Convention "Highlight" Report



At the PCCA reception are (from left) Bill Hughes, Weldon Emigh, Walter Granicher, Fred Schreuder, Ed Pattison, Peter Gavigan, George Smith, Harvey Brockhage, Harry March, Leo Baruh, Elmer Briggs, Gene Hoister, E. R. Sen, Lloyd Thomas and Harry Thompson.

out. Parallel arrangements are the International Wheat Agreement, fixing maximum and minimum prices, and the International Sugar Agreement, he declared.

Awakening demands of the masses in Latin American countries for a higher standard of living make it imperative that these countries solve their economic difficulties, Mr. Uribe said, and warned that results of failure to do so could hardly be underestimated in dire effects on the social conditions.

He said it was, however, of great satisfaction to the people of the coffee producing countries to know that the United States is concerned about their welfare.

Vito Sa, president of the Pan-American Coffee Bureau, spoke briefly to the delegates, extending to them the good wishes of the Bureau and of the countries it represents. He also expressed the hope that "we can all work together to defend our industry during this period of grave crisis."

Mr. McKiernan emphasized the importance of the official invitation to be present at the International Coffee Conference in Rio de Janeiro. This indicated that the coffee producing countries needed the United States in any solution of its problems, he said.

While nothing revolutionary was accomplished at the conference, Mr. McKiernan noted, members were hopeful of its long range effect. They considered the presence of a National Coffee Association observer the sincere and friendly gesture that was intended to be.

Mr. McKiernan underlined the willingness of the United States to be helpful in this coffee crisis. The world cannot

afford both high prices and high production, he said, and if the producer is to receive a fair price for his commodity, he should take steps to control the amount exported.

"To continue to restrict the free trading system that has been a factor in developing the New World and to impose controls," said the association head, "would be a most difficult decision, since it would be tantamount to the dismissal of many of the economic theories which we hold in the highest regard. However, if a hard choice is to be made, it should be made in favor of our friends and allies of the Free World."

Mr. McKiernan reminded delegates that coffee is the second most important item in world trade and that it is also important in the sphere of international politics. Commenting on any policy of controls, he said "we in the U. S. coffee industry recognize the dislocations to our industry inherent in such a policy, but it is a calculated risk."

Mr. McKiernan said his organization "is not interested in schemes or devices for raising the price level to the consumer."

He cited a recent news conference at which Secretary of State John Foster Dulles was quoted as saying that the U. S. was prepared, for the first time, to consult with other nations of the Western Hemisphere about problems raised by declining prices and demand for their export commodities.

Mr. McKiernan stated that factors which would help to relieve excessive green coffee surpluses included an upgrading of coffee for export, an increase in consumption in producing countries, and an improvement in the coffee-brewing

(Continued on page 31)



The PCCA convention saw some fine golf. Among those who tried the course were (from left) Don Harvey, Ed Branston, John Beardsley, Chuck Cecil, Bob Manning, Earl Lingle, J. L. Robinson, Ruben

Hills, Ill., Carl Willenborg, John Pollaro, Ed Johnson, Sr., Tony Moro, Andy Glover, Bill Lynch. Results of the golf tournament are reported in these pages by a man-on-the-scene, Bob Manning.

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★ A PCCA Convention "Highlight" Report

"new ground" for coffee

By JOHN F. MC KIERNAN, President
National Coffee Association

Coffee is one of the five agricultural products known internationally as "enjoyment goods." The other four are cocoa, tea, tobacco and wine. By all commercial measures, coffee by far outranks all others in commercial importance. As a matter of fact, coffee is the second most important item traded in around the world. Petroleum is the only commodity that exceeded the value and importance of coffee in international trade in 1956.

Coffee is not only important in international trade circles. It is also important in the international political sphere. Its significance is dominant in the agricultural and economic life of six of the Latin American nations, and it is of great importance in 11 nations of Latin America. In addition, it is of vital concern to certain coffee producing areas of Africa. If this trade is interrupted, becomes unprofitable or is endangered, it creates problems of the greatest magnitude in the producing countries and, by the same token, these repercussions are felt in this country.

The industry is again confronted with surpluses. This is not new. The industry has experienced surpluses many times before. Actually, since 1900, if not earlier, with but few exceptions, the industry's problems have been caused by surpluses and not shortages.

As long ago as March 21st, in a speech on United States relations with Latin America, Assistant Secretary of State Roy R. Rubottom assured his audience that our government was not unaware of the situation developing in Latin America.

"The United States," said Assistant Secretary Rubottom, "is searching for the most useful means of cooperation with its Latin American friends on the problem of coffee . . . We have, quite frankly, disagreed with some of their efforts to maintain prices at levels which might operate to reduce consumption. But these disagreements have been in the context of a deep and abiding friendship, and we are searching for means of agreement, rather than concentrating on the disagreements. The problem is under urgent and continuing study in the Department of State and I am confident that we will find a means to work with Latin America on this problem of transcendental importance."

Three weeks later, during his news conference, Secretary of State John Foster Dulles was even more explicit on the subject. On that day, which happened to be Coffee Day, he was quoted as saying that the United States was prepared, for the first time, to consult with other nations of the Western Hemisphere about problems raised by declining prices and demand for their export commodities. He freely acknowledged that this policy represented what he called "a considerable amount of new ground."

Let me emphasize that the National Coffee Association is not interested in schemes or devices for raising the price level to the consumer. We are interested in having the international coffee industry established on a rationalized basis commensurate with its importance in international trade and international politics. This will require sacrifice. The problem will not be solved by bailing out the same worn boat, but rather in correcting the defects that imperil its existence.

Dr. Gabriel Hauge, special economic assistant to the President of the United States, in a recent address made some pertinent statements on agricultural readjustment in this country which could be applied to the overseas agricultural problems:

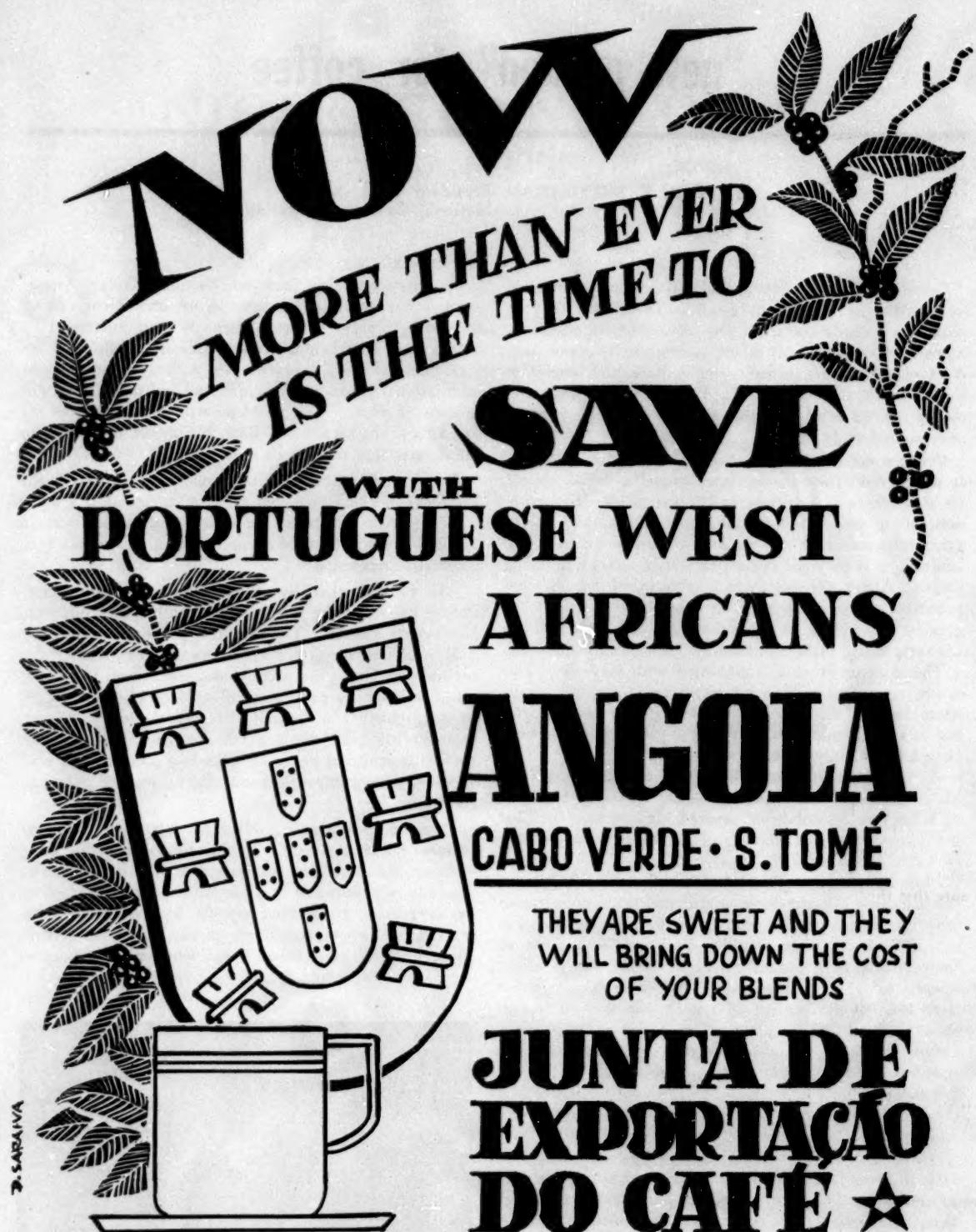
"An unusual, virtually unique, combination of circumstances has made the process of agricultural readjustment particularly painful. The case for government intervention in agriculture grows out of the characteristics of that industry, including its peculiar dependence on the vagaries of weather the particular difficulty of adjusting supply to sharp changes in demand. Because of these facts, government has been engaged for over 20 years in an extensive agricultural program, including measures for price support, market expansion and readjustment to peacetime conditions."

Later, in speaking of government intervention in agriculture, Dr. Hauge said: "In this broad area, one thing is clear: the necessary readjustments will never be successfully accomplished if agriculture is to be sealed off by unrealistic, rigid price-support legislation from the marketplace where consumers express their preferences. In agriculture, as in other fields, when we legislate, we

(Continued on page 58)



Hawaiian night at the 1958 PCCA convention. Aloha shirts were mandatory for the men. Leis were bestowed with kisses by Hawaiian girls. None of the boys missed—and some returned for seconds.



HEAD OFFICE: RUA AUGUSTA - 27 - LISBON

PORTUGAL

★ A PCCA Convention "Highlight" Report

coffee surpluses and hemispheric stability

By Andres Uribe, Representative of Colombia
to the Pan-American Coffee Bureau

Coffee is approaching a major crisis, and for a very simple reason. Supplies substantially exceed effective demand.

This is a type of situation with which you are familiar. Indeed, the United States economy itself is passing through a period of imbalance between supply and effective demand, which has been described by a variety of more or less euphemistic terms. In the case of coffee, I have used no euphemism. The situation is critical. It calls for action.

In this country, when supply outstrips demand, you can and do take corrective action. When the steel industry or the automobile industry finds itself with a surplus on its hands, it closes down an appropriate part of manufacturing facilities and lays off surplus workers. The world oil industry, likewise, is meeting the challenge of the current recession by closing wells, limiting production, scheduling shipments and withholding supplies, partly on a voluntary basis and partly under the discipline of state, national and international controls.

To create and maintain an equilibrium between supply and demand is a basic function of business management. The United States has prospered because its leaders have understood the mechanisms which maintain this equilibrium in a free and constantly expanding economy. I am sure that the coffee industry understands that fact and will give sympathy and backing to the leaders who are searching for ways to apply to its problems these same principles.

For agriculture, however, adjustment is more difficult than it is for manufacturing industries, since agricultural production is of its nature less flexible. Even if the crop is an annual one, like wheat or corn, a year must elapse before production can be adjusted up or down. And because so many factors—for example, weather—are uncontrollable, one must always face the risk of a surplus in order to guarantee a sufficiency.

When we are dealing with a tree crop, such as coffee, it takes considerably more time to adjust supply. A wheat farmer can adjust his output on a yearly basis, but the man with an orchard has no remedy short of destroying his source of livelihood by cutting down his trees or tearing out his vines. The coffee farmer is in a like position. Inflexibility of production is a basic fact of his life.

Sometimes it is claimed that all problems of excess pro-

duction can be solved simply by adjusting prices. Within limits, this is true for many commodities. When wheat, for example, falls a few cents, the demand for wheat products for human consumption improves at the expense of other foods. In addition, wheat improves its competitive position as an ingredient in animal feeds and as an industrial raw material for such purposes as starch making.

Here, again, coffee provides an unhappy exception. While the market for coffee is steadily expanding, short-term demand is extremely inelastic. In 1957, the New York spot prices of Western Hemisphere coffees declined sharply, but no appreciable increase in consumption resulted. The average American loves his cup of coffee. Life without it is unthinkable to him. He is willing to pay a fair price for it, but to offer it to him at a low price does not change his consuming habits appreciably. Statistics and your own experience alike prove this fact. No matter how severe the price cut, total consumption is little affected.

Nor would alternative markets open up for coffee if the price collapsed. Just as nothing else is a substitute for coffee, so coffee is not a substitute for anything else. Apart from its one inestimable value as the beverage par excellence, it has no uses. Neither man nor animal wants to eat the bean, and up to now years of research have failed to find economic uses as an industrial raw

(Continued on page 57)



Cocktails and demonstrations at the PCCA convention. From left: Oswald Granicher, William Budge, Louis Ozor. At the right is CBI's Jack Leach, putting on a quantity brewing demonstration.

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instant coffee gaining on wagon routes, NRTCMA's 1958 convention is told

By W. MC KENNEN

Wagon route men say coffee is still the top product to hold customers, but instant coffee is gaining on ground coffee.

This was emphasized at the 43rd annual convention of the National Retail Tea and Coffee Merchants Association, held at the Roosevelt Hotel, New Orleans.

Home service men considered the event one of the outstanding conventions in the history of NRTCMA. Attendance was excellent and enthusiasm of members and associate members ran high.

Repeating the pattern which has made NRTCMA conventions exceptionally helpful, the home service men used roundtable sessions to dig into various problems.

The assemblies turned up usable ideas on salesmen incentives, merchandising, premiums and new customer programs.

More than 100 associate members set up displays in the International Room of the Roosevelt. The wagon route people showed active interest in the numerous premium items displayed.

L. H. Reese, of the Reese Grocery Co., Cleveland, was elected NRTCMA president for the coming year. He succeeds Paul D. Eibert, of the Eibert Coffee Co., St. Paul, Minnesota.

Donald T. McGuire, McGuire Bros. Coffee Co., South Haven, Mich., was named first vice president, and Charles Roth, Cook Coffee Co., Cleveland, second vice president. Clarence A. Frankenberg, of the Imperial Tea Co., Harrisburg, Pa., continues as treasurer.

On the board of directors for the 1958-59 term are Norman Mansfield, T. R. Schlough, William T. Genty, William Gerbosi; for the 1958-60 term, Nathan Elkin, A. J. Farinet, Raymond Gerard and E. R. Stanley; for the 1958-61 term, Paul Eibert, Edward Sommerfield, A. J. Berluchauz and R. J. Griffor.

The 1959 convention will return to the Midwest. It will be held in Chicago, the second week in June.

After Mr. Eibert opened the convention, the assembly divided into two groups for the roundtable discussions. Moderators were Mr. Eibert, Mr. Reese and Mr. McGuire. Roundtable sessions continued the following afternoon. On the third day, the moderators reported for each group to the general assembly.

The roundtable meetings, as usual, were well-attended, and the give-and take of the informative sessions turned up practical ideas on many phases of wagon route operations.

For example, cash prizes of \$2.50 given to any route man adding a new customer, if he keeps a roster of 160



NRTCMA officers for the coming year, elected at the New Orleans convention. From left: Paul D. Eibert, retiring president; Charles Roth, second vice president, L. H. Reese, newly elected president; Donald T. McGuire, first vice president; Oliver J. Corbett, secretary.

active customers, was reported to be an excellent incentive. Another company uses the point system, in which the route man gains points for each new customer and these points, at the end of a period, go toward an all-expense-paid vacation or large prize, such as a piano or washing machine.

New babies in the family are made much of by a number of companies. One firm gives a free gift certificate to any new baby born on the routes. A list of new babies is obtained from the local credit organization for a \$20 a month fee. The gift certificate is redeemable at a downtown infant's store, where the proprietor absorbs 50% of the cost of the gift, the firm paying the other 50%. The route man calls back to see the baby's gift and the family is often added to his list of new customers.

Another baby premium plan is to note when a customer has a grandchild, then call on that grandchild's home with a gift certificate for the baby, redeemable from the truck. If more practical, the gift certificate may be given to the grandmother, but still must be redeemed by the new mother. This allows the driver to become acquainted with the baby's family.

A gift to a customer as a reward for sales longevity and for bringing in a new customer has been found highly acceptable. When the customer has been buying from the route man for one year, five years, or more, he may suggest she will receive a reward if she introduces a new customer.

An excellent incentive to the route man to keep his customers was reported to be increasing cash prizes each

(Continued on page 55)

YOURS for the asking

The booklets listed below contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

1—COFFEE EQUIPMENT

A comprehensive, 42-page booklet, this catalog of coffee equipment has information, specifications and illustrations on coffee urns, urn batteries, gridded risers, coffee carriers, iced tea urns and decanters, plug-in coffee stations, and equipment parts and accessories. Cecilware-Commodore Products Corp., 199 Lafayette Street, New York 12, N. Y.

2—SOLUBLE PROCESSING

This profusely illustrated 24-page brochure describes Turba-Film Processors, the percolator units used in some of the recently built instant coffee plants. Percolating is the step ahead of spray drying in the manufacture of soluble coffee. Process Equipment Division, Rodney Hunt Machine Co., 117 Vale Street, Orange, Mass.

3—MODERN FILLING MACHINES

This illustrated, four-page folder describes various kinds of filling machines developed for today's packaging requirements. Among the machines are universal fillers, automatic sugar feeds, automatic deplex units, automatic tight wrappers and others. Stokes and Smith Co., 4900 Summerdale Ave., Philadelphia 24.

4—COFFEE BINS

This bulletin is a fact sheet on Burns True-Flow Bins. It describes the use of the bins in the plant operation, and tells about the features of the bins, and various sizes. It makes clear why True-Flow Bins overcome particle separation in ground coffee. Also described are coffee cars, for bean coffee and the ground product. Jabez Burns and Sons, Inc., 600 West 43rd Street, New York 36, N. Y.

5—NEW COFFEE ROASTER

An illustrated folder describes a new coffee roaster, B. F. Gump Co.'s Ray-Nox. The folder tells about the method of roasting used in the Ray-Nox Roaster, and other features of operation and construction, including recording thermometers and controls. B. F. Gump Co., 1325 S. Cicero Avenue, Chicago 50, Ill.

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"Mark my word"

By MARK HALL



THE DAY OF JUDGEMENT

When the last trumpet blows and the roasters and green boys line up, there are sure to be some disappointments. Getting the nod for permanent lodgings behind the Pearly Gates won't be as easy as they think. Anxious moments will be more trying as the fragrant odor of "properly" brewed coffee is wafted their way from the celestial coffee-break.

Final judgment of the coffee man will not be based on how sweet he was to his rich roaster uncle, but on how he treated his poor green relations. Not on how smilingly he helped the president of his company to a cup during the coffee-break, but on how he bawled out the homely female who spilled hers. And if he is a buyer, on how courteously he listened as the new salesman made his pitch and with what patience he looked at his beans.

Be it to their credit, most buyers are human beings! They are aware that any attention given them is not so much a personal tribute as respect for their position.

But sometimes a buyer takes advantage of that position to gratify his ego by making it tough for the salesman. He is short with him, fails to keep appointments, is unreasonable. It will be thumbs down for him on judgment day.

Be it to the credit of men selling coffee, they are trying to do their best for their own firm and the buyer. Theirs is a professional service. But sometimes one comes along who thinks that because he makes a sale, it signifies some kind of superiority over the buyer, as though it was his skill and power which made the sale, and not the bean. A suspended sentence for him.

Just do your job so that at the end of, say, a dozen years, respect between buyer and seller will be greater than when you first met. Like stainless steel, be rustproof and long wearing.

Instant coffee plant opened in Israel

A plant for processing instant coffee has been opened at Safad, Israel, according to the United States Department of Agriculture.

Monthly capacity is 7.5 metric tons (16,530 lbs.) for local consumption, while workers in additional shifts can produce for export, it was stated.

The local sale price was fixed at the equivalent of \$1.80 for a jar containing about 5 ounces. Taxes included in this price amount to over \$1.00.

Canco shows TV watchers

how to make iced coffee

The American Can Co. used its national television show to promote the serving of full-flavored iced coffee as a hot-weather refreshment.

The June 6th edition of "Douglas Edwards With the News" on CBS-TV (7:15 p.m. EDT), which has an audience of some 16,000,000 persons, stressed during the commercial period both the "pep-up" value of iced coffee and instructions for making it "full-flavored and never watery."

These instructions recommended putting in a standard coffee measure of ground coffee, or two level measuring tablespoons, to each three-fourths of a measuring cup of water. Carefully timed brewing was followed by cooling and pouring over ice.

Other scenes associated iced coffee with the country's outdoor way of living by showing it served in a patio setting.

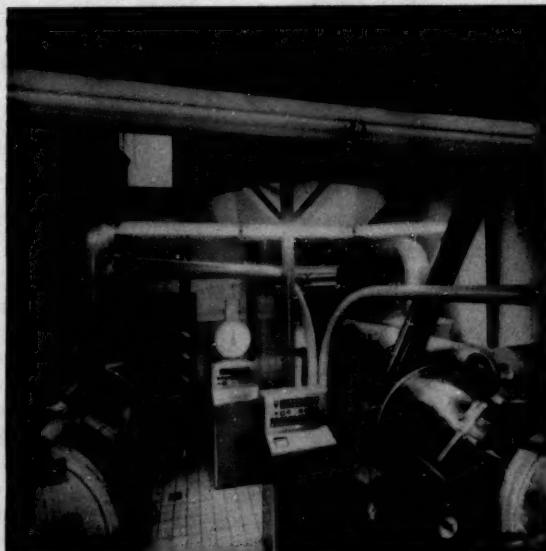
Iced coffee "Olla" introduced

An iced coffee dispenser which makes the most of the selling power of visibility has been introduced by the Sieling Urn Bag Co., Chicago.

The dispenser is called the Golden Iced Coffee "Olla." Similar to Sieling's iced tea "ollas," the coffee unit has the words, "Iced Coffee," lettered on the front, and also has provisions for brand name.

The unit has a black plastic cover, a black base, and is attractively decorated with gold bands around the glass beverage container.

It is available in two, three and five gallon sizes.



Delta Line boosts iced coffee

A suggestion that they consider iced coffee for refreshment during summer months was recently mailed to 4,000 exporters and importers all over the country, but mainly in the Mid-Continent area, by the Mississippi Shipping Co., Inc., New Orleans, operators of the Delta Line.

The company also sent along a copy of the National Coffee Association's booklet, "Iced Coffee 8 Ways."

New push set for Coffee Time beverage

With eventual national distribution as the aim, Coffee Time Products of America Inc., Boston, has launched a new sales and advertising campaign in New England and New York for Coffee Time products, a sparkling beverage and coffee syrup.

The products have an "exceptionally long" shelf life, according to the manufacturer.

The coffee syrup is intended for use with milk, cream and ice cream, and as a cooking and baking flavor.

The sparkling beverage is a carbonated soft drink.

Philippines opens first regional

experiment station for coffee, cacao

The first regional experiment station for coffee and cacao has been established at Barrio Masalukot, Candelaria, Quezon Province, by the Coffee and Cacao Institute of the Philippines.

The station will try to determine best agricultural practices for coffee and cacao plantations with similar soil and climatic conditions.



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The blend is assembled by weight, roasted, quenched, cooled and stoned, automatically.

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MAXWELL HOUSE



Approved brewing instructions are featured on the entire back panel of this new stock coffee bag, one of a series now offered to the supermarket trade by the Eppens, Smith Co., Secaucus, N. J. One of the first bag designs to incorporate the improved recipe, it should improve poundage from current customers, Eppens, Smith hopes. The bags are manufactured by Arkell & Smiths.

Support mounts for NCA better-brew campaign;

majority of cans, bags will carry instructions

Response by roasters who pack retail brands is mounting in the National Coffee Association's better brewing campaign, the organization's News Letter reports.

Taking into account the volume done by the roasters who have indicated active support, the majority of all coffee cans and bags on grocery shelves will carry approved brewing instructions by September 1st.

"This should have an effective impact on the average homemaker, now extracting 40% more brew from a pound of coffee than she did in 1949," the News Letter comments.

**CBI-NCA Hospitality Lounge at women's
convention called boon to husbands**

"This column was run as a public service to husbands."

With these words Detroit Times columnist Harvey Taylor, concluded a full column entitled "A Decent Cup of Coffee," based on a visit to The Coffee Brewing Institute-National Coffee Association Hospitality Lounge at the 67th annual convention of the General Federation of Women's Clubs, held in Detroit.

Mr. Taylor was fascinated by the sparkling demonstration presented by CBI's Lynne Mapel, whom he described as a "nice looking brunette who is spending every day of the convention making pot after pot of what she guarantees is perfect coffee and passing it out—along with instructions on how to make it—to the delegates. She's getting quite a lot of attention, too. Husbands will probably agree that this is the most tangibly constructive, as far as they're concerned, aspect of the convention."

Over 2,000 delegates and guests visited the Lounge. They consumed more than 3,000 cups of coffee, witnessed brewing demonstrations, and were told about the "Coffee-time" do-it-yourself program for women's clubs and other social and service groups.

Crops and countries

coffee news from producing areas

See record Ivory Coast crop

The 1958/59 coffee crop will be the largest in the history of the Ivory Coast, about 130 to 140,000 tons, according to a report by Jean Appel and Co., Inc., New York City.

The coffee will be shipped to the United States market starting early in November.

The local government, through the Stabilization Board, has decided that strict minimum prices will be applied to the new crop.

Large warehouses have been built, able to store 50,000 tons of coffee, or more. Funds will be available to finance this tonnage through the Stabilization Board.

The 30,000 tons of the 1957-58 Madagascar coffee crop are completely exhausted. The 1958-59 crop will amount to about 50,000 tons.

The new crop in French Guinea will be about 10,000 tons. Most of these coffees usually go to Europe, where they normally obtain a sharp premium over prices available in the U. S.

Expect short crop in El Salvador

A short coffee crop in El Salvador this year is expected to reduce the quantity available for export to less than 1,000,000 bags, according to Foreign Commerce Weekly.

Even with the export quotas set under the Mexico Agreement, the country hopes to ship the entire exportable crop.

Government officials estimate that the drop in coffee prices combined with the short crop will mean a drop of \$6,000,000 in revenue from coffee export taxes. A similar drop of one-third may be expected in the foreign exchange income from coffee.

Venezuela bars exports of some coffee types

Venezuela has barred the export of certain types of coffee to protect the high quality of its product, according to a report from the U. S. Embassy in Caracas.

Venezuela now prohibits export of the following species of coffee: *Coffea canephora*, *pierre* (*robusta*); *Coffea libericia hierm*, and *Coffea congensis froehner*; and unselected varieties of *Coffea arabica* L.

It also controls seeding or other propagation of the same species, except for official or authorized private investigations.

Coffee suppresses bacteria, study shows

The growth of bacteria is suppressed by coffee. Moreover, vapors from roasted coffee may control air borne organisms.

Research indicating these conclusions are reported by three technicians at the Central Food Technological Research Institute, Mysore, India.

D. S. Johar, C. P. Natarajan and T. N. Ramachandra Rao found, in one test, that ground coffee, when mixed with egg yolks, egg whites and chopped beef prevented their decomposition.

The exact constituents in coffee which inhibit bacteria growth are not yet known, they point out.

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Trade Roast

By DOUGLAS WOOD



"Where does it tell you how to make it properly?"

Nestle formally opens headquarters building in White Plains, N. Y.

A reception formally opening the American headquarters building of The Nestlé Company, Inc., in White Plains, N. Y., one of the newest and most advanced suburban office structures in the metropolitan area, was attended by a large group of city and county officials and many prominent figures in the food and allied industries.

The three story and penthouse building, with 135,000 square feet of floor space, is set on a six-acre terraced and landscaped plot on Bloomingdale Road.

It is completely equipped for the administration of Nestlé sales offices, plants and business throughout the U. S. Fully air conditioned, it has movable steel and glass partitions permitting enlargement or contraction of individual offices, automatic elevators, and flush fluorescent lighting designed so that even the draftsmen in the engineering department can prepare complicated blueprints without auxiliary lighting.

A complete quality control center has been built for day-to-day checking on production of all of Nestlé's ten U. S. plants. Here instant coffee and tea and other Nestlé products are tested daily to help maintain high quality standards.

The home economics department has a scientifically designed test kitchen. It is a culinary laboratory with four complete units, each with its own stove and double ovens, refrigerator or freezer and the newest devices for preparing recipes under every conceivable condition under which housewives work in their own kitchens.

The tabulating and data processing center is fully equipped with automation machinery for rapid computation and analysis of sales and production figures received daily from Nestlé's plants and offices.

A conference room accommodating 45 and equipped with recording, movie and slide projection facilities is convenient to the advertising and merchandising department on the third floor.

A specially designed wood panel converts it into two soundproof rooms for simultaneous meetings.

Solubles

Developments among public feeding outlets

Purging machine removes oxygen from soluble coffee, tea; said to add shelf life

A new machine to remove oxygen from soluble coffee and instant tea, as well as other granular products, was demonstrated at the recent Packaging Show in the New York Coliseum.

The Crown Cork and Seal Co., Philadelphia, unveiled the new Crown 28 Rotary Purging Machine.

Clark Wallace, of Crown's Machinery Division, explained the principle of the purger, using soluble coffee in glass containers with Crown C-T closures.

The Crown purging technique drives the air from the container as it floods it with an odorless, tasteless inert atmosphere. The purging gas is introduced by plunging a single tube to the bottom of each container. This tube has numerous small holes through which the inert gas is distributed evenly through the soluble coffee, from the bottom up, at a uniform, closely controlled rate. When the purging tube is withdrawn, the container moves to an oxygen-free enclosed capping unit for sealing, in an atmosphere of inert gas. Residual oxygen can be held to less than 1%.

Mr. Wallace, using a Beckman oxygen analyzer, demon-

strated that the product, after purging, retained less than 1% oxygen.

The oxygen elimination process, according to Crown, protects the contents from oxidation, preserving flavor, aroma, strength and other desirable qualities of the product.

The new Crown 28 Purging Machine is compact, requiring only four feet of line space. Crown claims the machine will operate at up to 300 containers per minute.

Crown Cork and Seal pointed out that the purger would add shelf life to the soluble coffee by preserving fresh quality so important to the processor and consumer.

From a merchandising standpoint, natural fresh aroma and taste are advantages every soluble coffee processor wants retained in his product until the package is opened for consumption.

Crown states that just sealing the container isn't enough. It leaves air in the container to foster "oxidation rancidity".

Residual oxygen reduces shelf life, according to Crown, and can mean customer dissatisfaction simply from the soluble being on a dealer's shelf too long.

Machine codes soluble jar labels

A new machine that codes soluble coffee labels was shown at the recent AMA Packaging Show in the New York Coliseum.

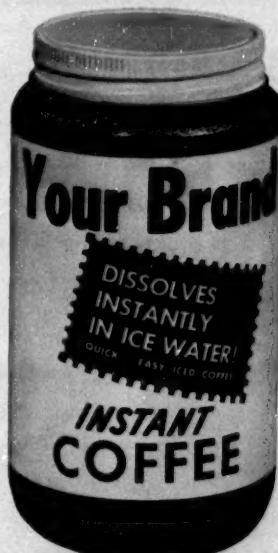
The Codedge label dating and coding machine, imported and distributed by Griffin-Rutgers, Inc., New York City, code-notches up to 2,000 labels per minute. The labels

**Get and hold
Iced Coffee
customers with
this terrific
private label
EXCLUSIVE!**

Offer your summer customers the *only* crystalline instant coffee that dissolves instantly and fully in *ice water* for quick, effortless delicious iced coffee! They'll love it—and come back for more *all year round*!

**AND ONLY HOLIDAY CAN GIVE YOU
ALL THESE OTHER ADVANTAGES, TOO!**

- 1 Finest instant coffee produced and available in 2, 4 and 6 ounce jars.
- 2 Decaffeinated instant coffee also available for your own private label.
- 3 The large 6 ounce jar can *retail* at 79¢ and still make money—not a loss leader!
- 4 Stock labels available.
- 5 THE ONLY COFFEE MANUFACTURER IN THE WORLD THAT CAN OFFER YOU EITHER CRYSTALLINE OR SPRAY-DRIED COFFEE.



TRY THIS 10 MIN. TEST!



SEND FOR FREE SAMPLE!

Crystalline Holiday instant coffee is pictured at the left. The other glass contains a typical spray-dried instant. Note how, after even 10 minutes, the other instant is still undissolved—while crystalline Holiday is fully dissolved—without stirring—in less than 30 seconds! Write for free sample on your business stationery.

Holiday Coffee Corp., Walpole, Mass.

are inserted in a slide carrier, in the machine, a few dials are set and an easy handle pull does the rest.

A number of soluble coffee packers are using the machine on their labels to indicate packing date and other pertinent information about the jar's contents.

Griffin-Rutgers claims the machine will code labels of any size or shape.

Suggest pressure dispenser packages for instant coffee, using liquid extract

Pressure packaging, in the form of pushbutton containers which eject not sprays but solid streams, is being considered for soluble coffee.

These containers hold a liquid extract, not powder.

Pressure dispensing of liquid coffee extract was demonstrated at the recent AMA Packaging Show in the New York Coliseum by the Fluid Chemical Co., Inc., Newark, N. J.

Another indication of mounting interest was an article on pressurized packaging of foods in the June issue of Food Processing.

A pressure package of 12 ounces of coffee extract is equal to several jars of "fluffy instant powdered coffee," Joe Pizzuro, director of Research of the Precision Valve Corp., Yonkers, N. Y., said in the article.

"Spray drying of concentrated coffee extract loses the characteristic aroma of freshly-brewed coffee," Mr. Pizzuro

said. "Why not simply pack the extract in a hermetically-sealed pressure package?"

Nitrogen is the only propellant usable at the present time, Mr. Pizzuro indicated, but added that there is a definite possibility that a new liquid propellant will be approved for food use by FDA later this year.

The cost of a pressure can depends on size, but will run from three to five cents, as will the value, Mr. Pizzuro said. The nitrogen costs only a fraction of a cent. Hence, cost of the complete package, exclusive of product to be dispensed, will run from seven to 11 cents.

Nevertheless, he insisted, the cost of the pressurized package will be competitive or even less than that of some conventional products. As an example of one such product, he cited powdered instant coffee.

A number of instant coffee processors are known to be looking into the possibilities of the pressure dispenser package.

Brochure pictures new spray drying developments

An informative four-color brochure showing the advantages of the spray drying process has been published by the Swenson Evaporator Co., designer and manufacturer of equipment for the process industries.

The illustrated, eight-page brochure shows and describes the latest parallel flow spray dryer installations, including one four-story giant used in the processing of instant coffee.

Copies of the brochure are available from the Swenson Evaporator Co., Division of Whiting Corp., 157th and Lathrop Avenue, Harvey, Ill.

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Colombian Federation raps large scale exports of instant coffee to U. S.

The National Federation of Coffee Growers of Colombia is opposing export of soluble coffee on a large scale at present, it is reported by the United States Department of Agriculture's Foreign Crops and Markets.

Impetus for export is the high quality of soluble coffee sold domestically. The Ministry of Development recently announced it was considering a contract with the single Colombian manufacturer of soluble coffee in order to stimulate exports.

The Federation points out that it cannot penetrate the U. S. market with pure Colombian coffee in soluble form, even though the instant coffee is of good quality.

Export of soluble coffee would only benefit the maker of the product and not the country as a whole, because exporters, the Federation, and the Grancolombian fleet would have less non-soluble coffee trade, it was pointed out.

The Federation is not opposed, according to the USDA report, to limited export of soluble coffee to its Central American neighbors, and it has indicated that as other producing countries increase their soluble coffee exports to the United States, it may eventually take a more favorable view.

National Coffee Traffic Conference

formed to consider freight problems

A National Coffee Traffic Conference has been formed by a representative group of manufacturers of regular and instant coffee to influence coffee carriers on rate levels and other freight problems, the National Coffee Association's News Letter reports.

Overall objective is the achievement of the same rate level and charges on all coffee products, including green coffee, regular coffee and instant coffee.

New members in the traffic group are welcome. Send inquiries to the temporary chairman, Ray V. Harron, General Traffic Manager, General Goods Corp., White Plains, N. Y.

Maersk Line begins new African service

The Maersk Line has begun a new service, with monthly sailings from West African ports to United States Atlantic and U. S. Pacific ports.

Three ships will be in the new coffee service. They will load at Matadi, with stops at Lagos, Port Harcourt, Accra, Takoradi, Abidjan, Monrovia and Freetown before proceeding to the U. S. East Coast ports and via the Panama Canal to the U. S. West Coast ports.

According to Maersk, this will mark the first regular direct service between West Africa and the Pacific Coast of the U. S.

Thomas M. Kelly, of the Moller Steamship Co., Inc., general agents for the Maersk Line, is in charge of inbound traffic.

Big increase for Cuba's 1957/58 crop

Cuba's 1957/58 coffee crop reached a total of 948,030 hundredweight, an increase of 151,870 hundredweight over the 1956/57 crop of 796,160 hundredweight, according to the Cuban Coffee Stabilization Institute.

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The Modern Food Humidor. Keeps dampness out—away from food—in all kinds of weather. Preserves foods for extended periods. Vinyl gasket on cover forms a perfect airtight seal for food protection. Cover opens and closes in a jiffy. Made of rustproof aluminum. Highly polished exterior. The Fresh-O-lator is one of the greatest sales producers among today's housewares. Catalog No. F-4. Suggested retail price \$3.29

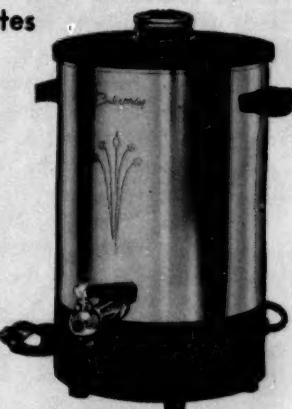
NEW FULLY AUTOMATIC

HOME PERCOLATOR URN

24 cups in 20 minutes

For house and patio parties, for rumpus room, club meetings, social functions of churches, schools and lodges—coffee-break periods in offices.

Easy to use. Just fill with cold water, add coffee, and plug into ordinary 110-120 AC outlet. Brewing is fully automatic. Perking starts in seconds and signal light indicates when coffee is ready. Current automatically switches to low heat—keeps coffee hot for serving. Dual thermostats prevent element from burning out even if plugged in dry. Uses only 1,000 watts high, 85 low. Large heat-resistant glass "Perc" top. Six-foot attached cord. Catalog No. AP-24. Suggested retail price \$29.95.



12 to 24 cups

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**Bowen Engineering acquires
Instant Drying Corp.**

Ralph T. Reeve, president of Bowen Engineering, Inc., North Branch, N. J., has announced the acquisition of the Instant Drying Corp. of New York, oldest firm in the spray drying equipment field.

Consummation of the purchase was completed by Mr. Reeve and Charles W. McMullen, president of Instant Drying.

This purchase combines in one unit the two oldest organizations in the spray drying field. It places Bowen Engineering, Inc., in a better position than ever before to offer solutions to any spray drying problem, regardless of the type of atomization or design of dryer indicated. Both firms have devoted their entire business lives exclusively to spray dryer design and manufacture.

Spray drying is estimated to have been a \$6,000,000 business in 1957, with a potential double that within the next few years.

Both corporations have obtained many basic spray drying patents. Instant Drying's patents include one of recent issue which has valuable applications in a number of different industries. It covers the introduction of dry powdered material into the drying chamber near the point of atomization of the liquid feed to form a coating on the outside of the particles produced in the normal spray drying operation. This Instant Drying patent, and others, will now be available to Bowen customers.

The Instant Drying Corp. may have been responsible for putting Bowen Engineering into the spray dryer business in 1926, when William Spencer Bowen, founder and president of Bowen until 1945, purchased a spray dryer from them for research work. Sometime later, Mr. Bowen entered the field. Although competitors, both firms have maintained friendly relationships through the years.

The acquisition of Instant Drying is another major step in Bowen's continuingly favorable competitive position. In 1957, Dexter A. Smith joined Bowen as a vice president, bringing to the company extensive engineering background on the spray drying of soluble coffee, catalysts and polyvinyl chloride. Mr. Smith was responsible for the first successful large-capacity soluble coffee spray drying installation sold in the industry.

**Coffee research, processing, production discussed
at first annual Inter-American Food Congress**

Coffee discussions were highlighted at the first meeting of the newly formed Inter-American Food Congress, held at Bal Harbor, Fla.

The Congress was organized by J. Arthur Lewis, chairman of the Food Technology Department of Miami University, as a forum for information on food technology and industrial processes of food production.

Eugene G. Laughery, president of The Coffee Brewing Institute, described the objectives and functions of coffee associations in the U. S., especially the work of CBI.

Dr. Ernest E. Lockhart, CBI scientific director, discussed recent achievements by the Institute in coffee research.

J. L. Robinson, president of Jabez Burns & Sons, Inc., told about coffee processing in the U. S.

Dr. R. H. Allee, of the Inter-American Institute of Agricultural Science, Turrialba, Costa Rica, reported on modern green coffee processing methods.

Dr. Leon Turri, of Turrialba, spoke on coffee fermentation and processing.

Arturo Morales, manager of FEDECAME, talked about the psychological effects of coffee.

**Kenneth W. Burgess named eastern field
representative for Coffee Brewing Institute**

Kenneth W. Burgess has been appointed CBI representative to the eastern states, according to an announcement by E. G. Laughery, president of The Coffee Brewing Institute.

As field research representative, Mr. Burgess will cover a territory comprising 20 eastern states, working closely with all facets of the coffee trade, including roasters, equipment manufacturers, restaurateurs and other food service groups.

Prior to joining CBI, Mr. Burgess was associated with the publishing firm, Houghton-Mifflin Co., as an educational consultant and field representative.

Mr. Burgess is a native of Newton Square, Pa., and a graduate of the State Teachers College, West Chester, Pa. He is married and the father of one son.

During World War II, he served as a tank company commander with the 10th Armored Division and saw action in France, Germany and Austria.

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Ship sailings

A SUMMARY OF INWARD - BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

Abbreviations for lines

Abl Trans Car—Ahlmann Trans Caribbean Line
Alcoa—Alcoa Steamship Co.
Am-Exp—American Export Lines
Am-Pres—American President Lines
Arg-State—Argentine State Line
Am-W Afr—American-West African Line
B-Afr—Belgian African Line
Barb-Wn—Barber Wilhelmian Line
Barb-Frn—Barber-Fern Line
Barb-W Afr—Barber-West African Line
Bl-Dia—Black Diamond Steamship Co.
Brodin—Brodin Line
Col—Columbus Line
Cunard—Brocklebanks' Cunard Service
Delta—Delta Line
Doder—Doder Lines
Dreyfus—Dreyfus Lines
Ell-Buck—Ellerman & Bucknell S.S. Co.
Farrell—Farrell Lines
Grace—Grace Line
Granco—Transportadora Gran Colombiana, Ltda.
Gulf—Gulf & South American Steamship Co., Inc.

Hellenic—Hellenic Lines Ltd.
Hol-Int—Holland-Interamerica Line
Independence—Independence Line
Isthmian—Isthmian Lines, Inc.
JavaPac—JavaPacific Line
Lawes—Lawes Shipping Co., Inc.
Lloyd—Lloyd Brasileiro
Lykes—Lykes Lines
Maersk—Maersk Line
Mam—Mameric Line
Mormac—Moore-McCormack Lines, Inc.
Nedlloyd—Nedlloyd Line
Nopal—Northern Pan-American Line
Norton—Norton Line
PAB—Pacific Argentine Brazil Line
PacFar—Pacific Far East Line, Inc.
PacTrans—Pacific Transport Lines, Inc.
Pioneer—American Pioneer Line
PTL—Pacific Transport Lines, Inc.
R Netb—Royal Netherland Steamship Co.
Robin—Robin Line
Royal Inter—Royal Intercean Lines
SCross—Southern Cross Line
Sprague—Sprague Steamship Line
Swe-Am—Swedish American Line
Torm—Torm Lines
UFruit—United Fruit Co.
Wes-Lar—Westfal Larsen Co. Line
Yamashita—Yamashita Line

Abbreviations for ports

At—Atlantic ports
Ba—Baltimore
Bo—Boston
CC—Corpus Christi
Cb—Chicago
Chs—Charleston
Cl—Cleveland
Detroit
Ga—Galveston
Gulf ports
Ha—Halifax
Ho—Houston
HR—Hampton Roads
Jx—Jacksonville
LA—Los Angeles
Ml—Montreal
Mo—Mobile
NO—New York
Nf—Norfolk
NN—Newport News
Pa—Philadelphia
Po—Portland
PS—Puget Sound
Sa—Savannah
SD—San Diego
SF—San Francisco
Se—Seattle
St. Jo—Saint John
Ta—Tacoma
Va—Vancouver

COFFEE BERTHS

SAILS	SHIP	LINE	DEU
ANGRA DOS REIS			
7/17	Del Rio	Delta	NO8/4 Ho8/9
7/30	Del Aires	Delta	NO8/17 Ho8/22
8/7	Del Santos	Delta	NO8/25 Ho8/30
8/21	Del Oro	Delta	NO9/8 Ho9/13

ABIDJAN

7/11	Del Monte	Delta	NO7/28
7/19	Afr Grove	Farrell	NY8/3
7/30	Afr Glen	Farrell	NY8/14
8/1	Del Sol	Delta	NO8/18
8/10	Afr Glen	Farrell	NY8/25
8/22	Del Alba	Delta	NO9/8
9/12	Del Campo	Delta	NO9/29

AMAPALA

7/10	Choluteca	UFruit	Cr7/13 NY7/21
7/15	Byfjord	UFruit	Cr7/20 NO7/26

BARRANQUILLA

7/15	Copan	UFruit	NY7/27
7/19	Marna	UFruit	Ho7/25 NO7/27
7/22	Elsie Winck	UFruit	NY8/3
7/29	Christiane	UFruit	NY8/10
8/2	Jersbek	UFruit	Ho8/8 NO8/10
8/5	Lovland	UFruit	NY8/17
8/12	Copan	UFruit	NY8/24
8/16	Marna	UFruit	Ho8/22 NO8/24

BARRIOS

7/13	Candida	UFruit	Ho7/17 NO7/20
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SAILS	SHIP	LINE	DEU
ANGRA DOS REIS			
7/15	Arctic Tern	UFruit	NY7/22
7/19	Leon	UFruit	Ho7/23 NO7/25
7/22	Trolleagen	UFruit	NY7/29
7/26	Lempa	UFruit	Ho7/30 NO8/1
7/29	Jytte Skou	UFruit	NY8/5
8/2	Candida	UFruit	Ho8/6 NO8/9
8/5	Arctic Tern	UFruit	NY8/12
8/9	Leon	UFruit	Ho8/13 NO8/15
8/12	Trolleagen	UFruit	NY8/19
8/16	Lempa	UFruit	Ho8/20 NO8/22
8/19	Jytte Skou	UFruit	NY8/26
8/23	Candida	UFruit	Ho8/27 NO8/30

BUENAVENTURA

7/15	Farmer	Gulf	Ho7/23 NO7/27
7/25	Merchant	Gulf	Ho8/2 NO8/6

CORTES

7/10	Candida	UFruit	Ho7/17 NO7/20
7/16	Leon	UFruit	Ho7/23 NO7/25
7/16	Arctic Tern	UFruit	NY7/22
7/23	Trolleagen	UFruit	NY7/29
7/23	Lempa	UFruit	Ho7/30 NO8/1
7/30	Candida	UFruit	Ho8/6 NO8/9
7/30	Jytte Skou	UFruit	NY8/5
8/6	Arctic Tern	UFruit	NY8/12
8/6	Leon	UFruit	Ho8/13 NO8/15
8/13	Lempa	UFruit	Ho8/20 NO8/22
8/13	Trolleagen	UFruit	NY8/19
8/20	Jytte Skou	UFruit	NY8/26
8/20	Candida	UFruit	Ho8/27 NO8/30

SAILS SHIP LINE DUE

CRISTOBAL

7/14 Choluteca UFruit NY7/21
7/16 Marna UFruit Ho7/25 NO7/27
7/21 Byfjord UFruit NO7/26
7/30 Jersbek UFruit Ho8/8 NO8/10
8/13 Marna UFruit Ho8/22 NO8/24

DAR es SALAAM

7/16 Afr Moon Farrell Bo8/11 NY8/13
8/1 Afr Sun Farrell Bo8/28 NY8/30
8/7 Samarinda Nedlloyd NY9/9 LA9/28 SF10/2 Po10/12 Po10/16 Valo/20
8/15 Afr Lightning Farrell Bo9/10 NY9/12
9/1 Lombok Nedlloyd NY10/4 LA10/24 SF10/26 Po11/4 Sel1/8 Vall/12
9/29 Sarangan Nedlloyd NY11/1 LA11/21 SF11/23 Po12/2 Sel12/6 Vall/10

DOUALA

7/11 Afr Glen Farrell NY8/15
7/23 Ferngrove Am-WAfr USA8/15
8/20 Tatra Am-WAfr USA9/15
9/16 Tana Am-WAfr USA10/15

GUATEMALA

7/10 Winnipeg French LA7/16 SF7/19 Va7/23 Se7/27 Po7/28
7/22 G. Ferraris Italian LA7/28 SF7/30 Va8/2 Se8/7 Po8/10

LA UNION

7/17 Byfjord UFruit Cr7/20 NO7/26

LIMON

7/13 Lovland UFruit NY7/21
7/14 Marna UFruit Ho7/25 NO7/27
7/19 Copan UFruit NY7/27
7/22 Jersbek UFruit Ho8/8 NO8/10
7/26 Elsie Winck UFruit NY8/3

SAILS SHIP LINE DUE

8/2 Christiane UFruit NY8/10
8/9 Lovland UFruit NY8/17
8/11 Marna UFruit Ho8/22 NO8/24
8/16 Copan UFruit NY8/24

LOBITO

7/21 Lubilash B-Afr NY8/12
8/4 Lukala B-Afr NY8/26

LUANDA

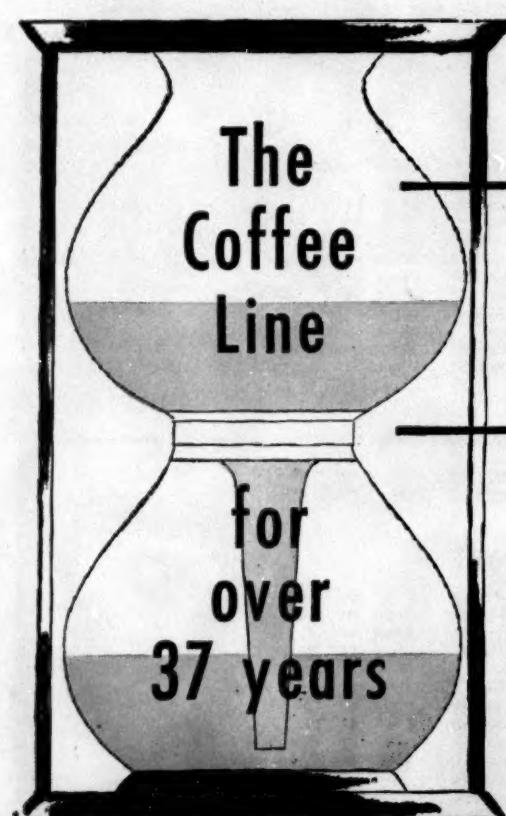
7/19 Del Sol Delta NO8/18
7/27 Lubilash B-Afr NY8/12
8/9 Del Alba Delta NO9/8
8/10 Lukala B-Afr NY8/26
8/30 Del Campo Delta NO9/29

MATADI

7/10 Afr Grove Farrell NY8/3
7/13 Lubilash B-Afr NY8/12
7/16 Del Sol Delta NO8/18
7/22 Afr Glen Farrell NY8/15
7/28 Lukala B-Afr NY8/26
8/1 Afr Glen Farrell NY8/25
8/6 Del Alba Delta NO9/8
8/27 Del Campo Delta NO9/29

MOMBASA

7/12 Afr Moon Farrell Bo8/11 NY8/13
7/27 Afr Sun Farrell Bo8/28 NY8/30
7/30 Kendall Fish Lykes USA8/27
8/12 Samarinda Nedlloyd NY9/9 LA9/28 SF10/2 Po10/12 Sel10/16 Valo/20
8/13 Afr Lightning Farrell Bo9/10 NY9/12
9/6 Lombok Nedlloyd NY10/14 LA10/24 SF10/26 Po11/4 Sel1/8
Val1/12
10/4 Sarangan Nedlloyd NY11/1 LA11/21 SF11/23 Po12/2 Sel12/6 Val2/10



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SAILS SHIP LINE DUE

PARANAGUA

7/10	Evanger	Wes-Lar LAB/14 SF8/16 Pa8/23 Se8/25 Va8/27
7/10	Itajai	Brodia Ba7/29 NY7/31 Pa8/2 Ba8/4 Mi8/8
7/12	Domingos	Lloyd NY8/3
7/12	Del Rio	Delta NO8/4 Ho8/9
7/14	Mormacdoe	Mormac NY8/2 Ba8/5 Pa8/7 Ba8/9 Mi8/10 Mi8/15
7/20	Mormacyork	Mormac NY8/8 Ba8/11 Pa8/13 Ba8/15 Mi8/16 Jx8/17
7/21	Del Sud	Delta NO8/6 Ho8/11
7/21	Mexico	Lloyd NO8/11 Ho8/15
7/22	Argentina	Lloyd NY8/12
7/23	Barbara	Ho8-Int NY8/13 Ba8/15 Pa8/17 Ba8/19 HR8/20
7/26	Del Aires	Delta NO8/17 Ho8/22
7/27	Buenos Aires	Stockard NY8/17 Ba8/21 Pa8/23 Ba8/24
8/4	Del Santos	Delta NO8/25 Ho8/30
8/6	Akkurundyk	Ho8-Int NY8/26 Ba8/28 Pa8/30 Ba9/3 HR9/4
8/11	Del Mar	Delta NO8/27 Ho9/1
8/16	Del Oro	Delta NO9/8 Ho9/13

RIO de JANEIRO

7/10	Rio de Janeiro	Stockard NY7/26 Ba7/30 Pa8/1 Ba8/3
7/10	Del Norte	Delta NO7/23 Ho7/28
7/14	Itajai	Brodia Ba7/29 NY7/31 Pa8/2 Ba8/4 Mi8/8
7/14	Rio de Janeiro	Ho8-Int NY7/29 Ba7/31 Pa8/2 Ba8/5 HR8/6
7/17	Domingos	Lloyd NY8/3
7/18	Del Rio	Delta NO8/4 Ho8/9
7/19	Evanger	Wes-Lar NY8/14 Pa8/23 Se8/25 Va8/27
7/24	Argentina	Mormac NY8/4
7/24	Del Sud	Delta NO8/6 Ho8/11
7/26	Mexico	Lloyd NO8/11 Ho8/15
7/26	Rio de La Plata	Arg-State NY8/9
7/27	Argentina	Lloyd NY8/12
7/28	Barbara	Ho8-Int NY8/13 Ba8/15 Pa8/17 Ba8/19 HR8/20
7/31	Del Aires	Delta NO8/17 Ho8/22
8/1	Buenos Aires	Stockard NY8/17 Ba8/21 Pa8/23 Ba8/24
8/8	Del Santos	Delta NO8/25 Ho8/30
8/11	Akkurundyk	Ho8-Int NY8/26 Ba8/28 Pa8/30 Ba9/3 HR9/4
8/14	Del Mar	Delta NO8/27 Ho9/1
8/22	Del Oro	Delta NO9/8 Ho9/13

SANTOS

7/10	Mormacteal	Jx7/26 NY7/30 Ba8/1 Pa8/3 Ba8/4 Mi8/5
7/12	Itajai	Brodia Ba7/29 NY7/31 Pa8/2 Ba8/4 Mi8/8
7/12	Alphacca	Ho8-Int NY7/29 Ba7/31 Pa8/2 Ba8/5 HR8/6
7/16	Domingos	Lloyd NY8/3
7/16	Evanger	Wes-Lar LAB/14 SF8/16 Pa8/23 Se8/25 Va8/27
7/16	Del Rio	Delta NO8/4 Ho8/9
7/16	Mormacsurf	Mormac LAB/12 SF8/14 Va8/18 Se8/26 Pa8/29
7/18	Mormacdoe	Mormac NY8/2 Ba8/5 Pa8/7 Ba8/9 Mi8/10 Mi8/15
7/23	Del Sud	Delta NO8/6 Ho8/11
7/23	Argentina	Mormac NY8/4
7/24	Mormacyork	Mormac NY8/8 Ba8/11 Pa8/13 Ba8/15 Mi8/16 Jx8/17
7/25	Mexico	Lloyd NO8/11 Ho8/15
7/25	Rio de La Plata	Arg-State NY8/9
7/26	Argentina	Lloyd NY8/12
7/26	Barbara	Ho8-Int NY8/13 Ba8/15 Pa8/17 Ba8/19 HR8/20
7/29	Buenos Aires	Stockard NY8/17 Ba8/21 Pa8/23 Ba8/24
7/29	Del Aires	Delta NO8/17 Ho8/22
8/6	Del Santos	Delta NO8/25 Ho8/30
8/9	Akkurundyk	Ho8-Int NY8/26 Ba8/28 Pa8/30 Ba9/3 HR9/4
8/13	Del Mar	Delta NO8/27 Ho9/1
8/20	Del Oro	Delta NO9/8 Ho9/13

TANGA

7/26	Mayo Lykes	Lykes Gulf8/28
8/8	Samarinda	Nedlloyd NY9/9 LA9/28 SF10/2 Po10/12 Se10/16 Va10/20
9/2	Lombok	Nedlloyd NY10/4 LA10/24 SF10/26 Po11/4 Se11/8 Va11/12
9/29	Serangan	Nedlloyd NY11/1 LA11/21 SF11/23 Po12/2 Se12/6 Va12/10

TEA BERTHS

CALCUTTA

7/10	Steel Vendor	Isthmian NO8/17
7/25	Steel Maker	Isthmian NY8/30
8/8	City Agra	Norton Ba9/13 NY9/15 Pa9/17 Nd9/19 Ba9/20
8/8	City Winnipeg	Norton Mi9/12

COCHIN

7/10	Blue Master	Isthmian NY8/6
7/11	Jackson	Am-Pres NY8/15 Ba8/20 Ba8/23 HR8/25 LA9/9 SF9/12

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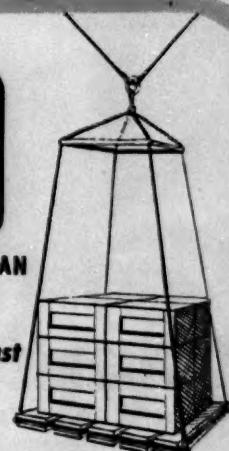
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SAILS	SHIP	LINE	DEU
7/14	Steel Worker	Isthmian	Bo8/9 NY8/10
7/16	Steel Verdon	Isthmian	No8/17
7/25	Taylor	Am-Pres	NY8/29 Bo9/3 Ba9/6 HR9/8 LA9/23 SF9/26
7/27	Steel Chemist	Isthmian	Bo8/22 NY8/23
8/1	Steel Maker	Isthmian	NY8/30
8/2	Silverspray	Kerr	NY9/3
8/6	Adams	Am-Pres	NY9/12 Bo9/17 Ba9/20 HR9/22 LA10/7 SF10/10
8/13	Executive	Isthmian	Bo9/8 NY9/9
8/23	Monroe	Am-Pres	NY9/28 Bo10/3 HR10/6 SF10/25

COLOMBO

7/12	Steel Worker	Isthmian	Bo8/9 NY8/10
7/15	Magdapur	Cunard	Sa8/15 No8/20 Ho8/22 Ga8/24
7/15	Mahsner	Cunard	Sa8/15 NY8/17 Pa8/20 Ni8/22 Ba8/24
7/15	Seal Vendor	Isthmian	No8/17
7/20	Peter	Maersk	NY8/17 Mi9/2
7/23	Taylor	Am-Pres	NY8/29 Bo9/3 Ba9/6 HR9/8 LA9/23 SF9/26
7/25	Steel Chemist	Isthmian	Bo8/22 NY8/23
7/27	Silverspray	Kerr	NY9/3
7/29	Steel Maker	Isthmian	NY8/30
8/6	Adams	Maersk	NY9/5 Mi9/20
8/6	Lica	Isthmian	Bo8/8 NY9/9
8/11	Steel Executive	Maersk	NY9/17 Mi10/2
8/20	Olga	Am-Pres	NY9/12 Bo9/17 Ba9/20 HR9/22 LA10/7 SF10/10
8/23	Monroe	Am-Pres	NY9/28 Bo10/3 HR10/6 SF10/25
9/7	Luna	Maersk	NY10/6 Mi10/21

DJAKARTA

7/10	Steel Chemist	Isthmian	Bo8/22 NY8/23
7/16	Madison	Am-Pres	La8/23 NY9/8 Ba9/14 Bo9/18
7/18	Lica	Maersk	NY9/17 Mi10/2
7/25	Filmore	Am-Pres	La9/6 NY9/22 Ba9/29 Bo10/3
7/26	Executive	Isthmian	Bo9/8 NY9/9
8/14	Taft	Am-Pres	La9/22 Ny10/8 Ba10/14 Bo10/18
8/18	Luna	Maersk	NY10/6 Mi10/21

DJIBOUTI

7/21	Steel Worker	Isthmian	Bo8/9 NY8/10
8/2	Steel Chemist	Isthmian	Bo8/22 NY8/23
8/14	Steel Executive	Isthmian	Bo9/8 NY9/9
8/14	Silverspray	Kerr	NY9/3

HONG HONG

7/12	Dolly Turman	Lykes	Ho8/18 No8/21 Mo8/23
7/17	Ivaran	Stockard	NY8/24 Pa8/28 Ba8/30
7/18	Effie	Maersk	La8/11 NY8/26
7/22	Tyler	Am-Pres	La8/7 NY8/23 Ba8/30 Bo9/3
7/24	Japan Bear	PacFar	SF8/9
7/28	Dona Nati	Stockard	NY9/6 Pa9/10 Ba9/12
8/3	Chastine	Maersk	SF8/26 NY9/12
8/8	Keystone	PacFar	SF8/24
8/18	Mariner	Maersk	La9/12 NY9/27
8/21	Nicoline	Am-Pres	La9/6 NY9/22 Ba9/29 Bo10/3
8/26	Filmore	PacFar	SF9/11
9/3	Korean Bear	Maersk	SF9/26 NY10/13

KOBE

7/10	Cleveland	Am-Pres	SF7/24
7/11	Mist	Pioneer	NY8/6 Ba8/10 Ni8/12 Pa8/14 Bo8/17
7/13	Lisholt	Stockard	NY8/15 Pa8/19 Ba8/21
7/16	Dolly Turman	Lykes	Ho8/16 Ga8/17 No8/19 Mo8/19
7/23	Ivaran	Stockard	NY8/24 Pa8/28 Ba8/30
7/25	Effie	Maersk	La8/11 NY8/26
8/3	Dona Nati	Stockard	NY9/6 Pa9/10 Ba9/12
8/9	Chastine	Maersk	SF8/26 NY9/12
8/25	Nicoline	Stockard	NY9/6 Pa9/10 Ba9/12
9/9	Johannes	Maersk	La9/12 NY9/27
		Maersk	SF9/26 NY10/13

SHIMIZU

7/11	Rita	Maersk	SF7/25 NY8/11
7/13	Mist	Pioneer	NY8/6 Ba8/10 Ni8/12 Pa8/14 Bo8/17
7/15	Lisholt	Stockard	NY8/15 Pa8/19 Ba8/21
7/18	Dolly Turman	I.Joyd	Ho8/16 No8/19 No8/21
7/25	Ivaran	Stockard	NY8/24 Pa8/28 Ba8/30
7/27	Effie	Maersk	La8/11 NY8/26
8/5	Dona Nati	Stockard	NY9/6 Pa9/10 Ba9/12
8/11	Chastine	Maersk	SF8/26 NY9/12
8/27	Nicoline	Maersk	La9/12 NY9/27
9/11	Johannes	Maersk	SF9/26 NY10/13

SAILS SHIP LINE DUE

YOKOHAMA

7/15 Rita	Maersk	SF7/25	NY8/11
7/15 Mist	Pioneer	NY8/6	Ba8/10
7/15 Lisholt	Stockard	NY8/15	Pa8/19
7/15 Dolly Turman	Lykes	Ho8/16	No8/19
7/26 Ivaran	Stockard	NY8/24	Pa8/28
7/31 Effie	Maersk	LA8/11	NY8/26
8/6 Dona Nati	Stockard	NY9/6	Pa9/10
8/15 Chastine	Maersk	SF8/26	NY9/12
8/31 Nicoline	Maersk	LA9/12	NY9/27
9/15 Johannes	Maersk	SF9/26	NY10/13

VICTORIA

7/20 Del Rio	Delta	N08/4	Ho8/9
7/27 Mexico	Lloyd	N08/11	Ho8/15
8/2 Del Aires	Delta	N08/17	Ho8/22
8/10 Del Santos	Delta	N08/25	Ho8/30
8/24 Del Oro	Delta	N09/8	Ho9/13

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air views at PCCA convention

(Continued from page 11)

habits of American homemakers. He pointed out that the average brewing proportions had soared from 46 cups to the pound in 1949 to 64.6 cups last year.

"We would serve both the consumer and ourselves far better," he observed, "if we were to join in a united campaign to get consumers to brew a full-bodied cup of coffee every time."

Response was good to NCA proposals for better brew instructions on every can or bag of coffee, he indicated.

The relative strengths of different coffee varieties and the efficiency of modern coffee brewing equipment have come under the scientific scrutiny of CBI research, E. G. Laughery, president of The Coffee Brewing Institute re-vealed at the PCCA convention.

Referring to questions that would arise out of the current better brewing campaign, Mr. Laughery said: "Take this matter of the relative strength of coffees. Is it really possible to use less of one brand of coffee and yet produce a fine, full-bodied and flavorful beverage? The results of our research will bring out facts which will establish consumer confidence and give our industry stature."

Mr. Laughery went on to point out that the study will also attempt to determine specific characteristics of varieties of coffee, whether such characteristics are stable, whether they vary, whether such variation is desirable and if not, how it can be minimized.

Commenting on the work that is being conducted in the brewing equipment field, Mr. Laughery said that the main objectives of this program is to determine whether the coffeemakers being studied measure up to manufacturers claims and whether, in fact, they are structurally capable of producing a satisfactory brew consistently. If not, the cause of malfunction will be brought to the attention of the manufacturers with suggested improvements.

Mr. Laughery voiced the hope that it may be possible to get equipment manufacturers to agree on basic performance standards that a device must meet before it is marketed. Such an agreement, he pointed out, would assist the coffee roaster in setting uniform processing specifications for various types of grinds and assure the consumer of uniform performance in the production of the brew.

Charles G. Lindsay, manager of the Pan-American Coffee

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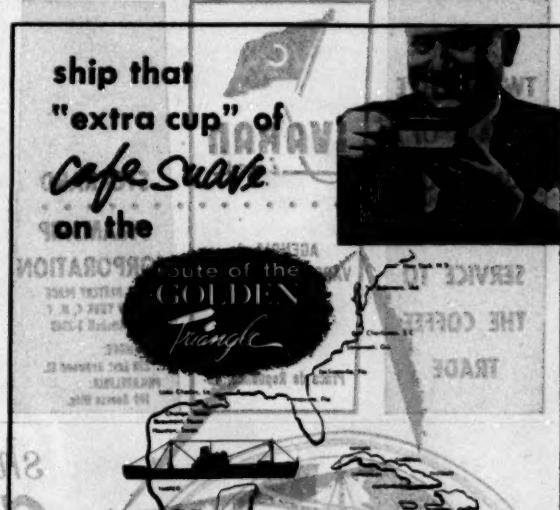
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Bureau, outlined the upcoming iced coffee promotion. Joining PACB in the record campaign are General Mills (Betty Crocker Cake Mixes) and The Carnation Co. (Carnation Evaporated Milk).

The three are sponsoring the largest single food advertisement to be published by either the Saturday Evening Post or Life.

The advertisement is a four-color, six-page double gate-fold.

R. F. Burley, chairman of the Latin American Freight Conference, outlined the origin and purpose of the steamship conference. He said conference regulations provide stability to the steamship lines, give regular, frequent and dependable service to shippers, and offer strength and protection to the smaller lines. The conference acts as a liaison between the shipping lines and the shippers.

Monday was the Hawaiian night. It began with a cocktail party. Aloha shirts were mandatory, and lahala hats were furnished. Hawaiian girls moved among the boys, putting leis over their heads and receiving kisses. Nobody missed the privilege, and some of the boys came back for seconds.

It was a gala occasion.

Vera Williams had a genuine sack dress, not a creation from Paris, but a happy thought of one of the men at Jones—Theirbach. Using a green coffee bag (which carried a Kona label), he cut out holes for head and arms. For embellishment, green and roasted coffee beans were sewed onto the sack. Vera was certainly in style.

Bill, Elmer and Ruben

Ed Manning announced greetings from the governor of Hawaii and the mayor of Honolulu, with an invitation to hold the next convention in their capitol.

Bill Seely as a blonde, Elmer Briggs in a black wig and low back, and Ruben Gomez Hills III did their stint on the stage, to the delight of the boys. Ruben squeezed into the affair with a ticket kindly donated by Folger's. Hawaiian songs filled the air, while dancers wiggled, unrestrained.

As usual the Calcutta and sweepstake rally took place Tuesday evening. There was an advance sale of sweepstakes tickets, and teams were posted for auctioneering. Robert Powell, chairman of the committee, opened the auctioneering, and at times bidding became very animated.

Ed Manning bid on his own team; his partner was Morris Buckingham. In this, he was bidding against Bill Morton, but Ed figured he and Morris were worth \$200, and he won.

Ed Johnson, Sr., began with a bid of \$100 on the team of Ed Pattinson and Irving Manning. Then, to stimulate

Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Brazil	Deliveries—from:		Visible Supply—1st of Month		
			Others	Total	Brazil	Others	Total
1956							
August	1,441	729	809	1,538	970	582	1,532
September	1,802	912	718	1,630	998	574	1,572
October	1,424	804	655	1,459	916	654	1,570
November	1,338	650	616	1,266	826	636	1,464
December	1,241	735	651	1,386	903	703	1,606
1957							
January	1,749	917	809	1,726	1,064	655	1,719
February	2,026	906	927	1,833	1,362	611	1,973
March	1,956	1,224	1,060	2,284	1,233	668	1,901
April	1,209	500	528	1,028	729	547	1,276
May	1,431	546	906	1,452	759	663	1,422
June	1,301	544	792	1,336	732	606	1,338
July	1,122	563	550	1,113	545	635	1,180
August	1,588	571	1,044	1,615	599	675	1,274
September	1,290	634	579	1,213	667	645	1,312
October	1,394	721	884	1,605	704	769	1,473
November	1,801	654	962	1,616	630	590	1,240
December	1,790	963	885	1,848	610	1,073	1,685
1958							
January	1,874	674	1,093	1,767	561	723	1,284
February	1,062	281	874	1,153	718	623	1,343
March	1,436	510	1,078	1,588	605	643	1,248
April	1,548	578	923	1,501	615	496	1,111
May	2,010	688	1,162	1,850	768	513	1,281
June (1-20)	995	362	611	973

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

interest, he raised his own bid \$10. Not satisfied with that, he raised it again to \$150. He must have succeeded in stimulating interest, for Bill Waldschmidt bought it for \$200.

Ed Johnson, Sr., was at it again. He bid \$150 on Earle Lingle and Don Harvey. He raised his own bid to \$175, and then to \$225, and Waldschmidt bought them for \$250. He must have had a good deal of faith in Ed's judgment—or luck.

Jim De Armond took a whirl at auctioneering. Bids had not been too lively. He said that he wanted at least a \$10 raise. Ed Johnson, Sr., rose and asked, "When did Folger's ever give you a \$10 raise?"

Bob Powell bid \$10 on a team. Ed Johnson rose and said, "You've made a buy." Bob closed the deal. He was the auctioneer.

Bidding ran on until all teams were sold, and for the wis-

dom of the buys, turn to the results of the golf tournament.

The cocktail party and formal banquet brought the convention to a close. Under the chairmanship of Eddie Johnson, Jr., the usual high order of entertainment was furnished. He certainly knows where to get the cleverest sleight-of-hand performers, or the most seductive hula dancers.

A discovery was made in Earle Lingle, a natural as master of ceremonies. There is nothing like developing home talent.

The next day coffee men were on their way home, with memories of another great convention.

Each year, Coffee & Tea Industries calls on some one at the PCCA convention who knows and plays golf to report on the annual tournament. This year our man is Bob Manning. Here is how he sums up the matches:

The world famous championship Pebble Beach course was soundly whipped by one of the guest contestants in

COFFEE

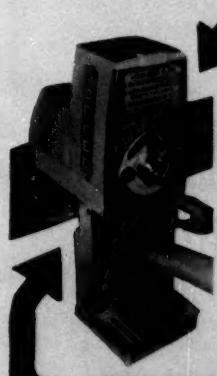
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this year's tournament, Don Haslett, who fired a gross 69, about three under par. This, of course, won for Don guest low net and low gross.

Ross McIntyre, 81-13-68, won the second low net in the guest category.

Among the members of the association were also some pretty fair golfers. Earl Linglefi 82-12-70, won low gross as well as low net. That's great golf for a coffee man on this course. Earl won two of the coveted cups, the PCCA and Latin American Steamship Lines Trophies for low net and low gross respectively.

Weldon Emigh, 83-11-72, won second low gross and tied with John Beardsley, 89-17-72, for second low net. This also is fine golf for Pebble Beach. In fact, when any coffee man breaks 90 at this course, one might wonder if he has been spending enough time at the office.

Third low net was a tie between Bud Domingues, 103-30-73, and Tom Barrett, 90-17-73. "Buck" Buckingham with an 88, won third low gross.

This year, for the first time, a putting tournament was held for non-golfers.

Carl Emmrick and Leonard Woolams were tied after 18 holes. In an exciting nine-hole playoff, Carl came home the winner.

Coffee man wins state trap shoot crown

Joseph J. Zarella, president of the Holiday Coffee Corp., is no slouch with a gun.

He recently won the trap shoot championship of Massachusetts. It was only the second time he had ever shot trap.

He is also the state skeet shooting champion.

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PCCA observations

Bert Balart was on hand with his exotic colors and ready humor. However, it is to be noted that on occasions the boys gave him a hard time. Honoring him, PCCA tendered him a life Associate Membership.

* * *

Ced Sheerer got a rush call to the hospital and wasn't able to attend the convention. This removed a very excellent golfer from competition.

* * *

Margaret Rauble had the usual dazzling attire on the golf course. Presidents come and presidents go, but Margaret is always there to guide the many intricate "goings on" of a convention.

* * *

Among visitors drawn back to the place where coffee men congregate was Jack Hornung.

* * *

Guests for the Sunday night cocktail party included Mr. and Mrs. Paul West, of Carmel. Paul is an oldtimer in the food business, with many memories of earlier days to exchange with another oldtimer, Bert Balart.

* * *

Doug Wood is to be congratulated on his artistic efforts in promoting the convention. His work was found everywhere on the announcements sent to members.

* * *

It is reported that Ruben Hills is a very good pitcher, and he helped justify that reputation at the Convention. Ask Bert Balart.

New bulletin describes coffee can line equipment

A new bulletin, No. 306, describing Bar-Nun "Auto-Check" can line equipment, is announced by the manufacturer, the B. F. Gump Co., Chicago.

Bar-Nun "Auto-Check" can line equipment automatically feeds, weigh-fills, packs and ejects one-half or one pound cans of all coffee grinds, from the finest to the coarsest commercial sizes.

The four-page bulletin describes operating features of the equipment, including the guaranteed extreme accuracy of the Bar-Nun "Auto-Check" weigher units.

Also included are general specifications on the eight models available, providing production rates of up to 200 cans per minute.

Copies of Bulletin 306 are available on request from B. F. Gump Co.

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Editorials

A new era for coffee

We are probably, by now, over the threshold into a new era for coffee.

It will be an era dominated by one great change: control of the international coffee pattern, of supply in relation to demand.

The shape of the change is still unclear. What kind of controls? How far-reaching? Where will they apply? No one, as yet, knows the answers.

What is clear is change itself. It's already underway.

That's the significance of the swell of activity in international coffee circles. It's indicated, too, by the formation of the new international body by 23 nations—the Coffee Study Group—at a meeting in Washington, D. C.

Opinion on the change is not all unanimous, even within the coffee trade. But it is an opinion which is shifting and today no one doubts which is the dominant view.

John F. McKiernan, president of the National Coffee Association, stated that view at the Pacific Coast Coffee Association convention:

"To change the natural laws of economics, to continue to restrict the free trading system that has been a great factor in developing the New World, and to impose controls would be a most difficult decision, since it would be tantamount to the dismissal of many of the economic theories which we hold in the highest regard. However, if a hard choice must be made, it should be made in favor of our friends and allies of the Free World. If restrictions and regulations will correct the economic and financial problems caused by surpluses, then the governments of the Free World should give them due consideration."

In this situation NCA has not taken the quiet and easy course. It has come through boldly and with leadership for a policy which represents a drastic change from traditional trade attitudes.

Those who oppose controls bring powerful arguments to bear—the immense financial pressure of such programs in countries already hit by crises; the weight of surplus coffee—by their very existence—on the market; the failure of such programs in the past.

On the other side is the one great fact of the surplus itself. It's big now, and it will be bigger.

Not even those who oppose controls would simply pull the props out from under coffee now. The result could be disaster. As the Nixon visit to South America indi-

cated, it might even alter the political shape of our Hemisphere.

What appears to be a sharp division of opinion may therefore boil down only to differences of degree: How much control to apply.

It is the hard fact of the surplus which has forced us over the threshold into the new era. It is that fact which keeps existing agreements from bursting under internal strain. It is also the force which is driving the world to new efforts to find a common solution to the coffee dilemma.

The same hard fact has closed the door on retreat. We can no longer step over the threshold into the fresh and uncomplicated air of free supply and demand.

To do so today might fill that air with complications of another sort, one that would alter our lives far more drastically.

That situation does not alter the truth that more demand is the fundamental answer to more supply. Promotion to build markets can be the least costly and the most constructive measures.

It would be well to keep that well in the forefront of current discussions and studies on the world coffee situation.

Golden tea laurel

As of now, this corner is inaugurating a new award: the Golden Tea Laurel.

This month we lay it on the brow of W. C. Heinz, author of "The Professional."

This is a book about prize fighters, told from the viewpoint of a magazine writer assigned to do an article about a middleweight challenger, following him from the time he leaves home for training camp until the moment of the title fight.

The book is dramatic evidence of the sound basis for the Tea Council's "he-man tea-man" publicity program.

Tea is an indispensable part of the rough, tough training camp scene. It comes through in dozens of places in the book.

And author Heinz should know. He was sports columnist for the old New York Sun, and has since been contributing articles on sports to magazines like the Saturday Evening Post and Look.

(If you want to look at it, the book is published by Harper & Bros. at \$3.95.)

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The main entrance to the Tiflis Tea Plant (left) which is surrounded by a high wall with a guarded gate. Statue of Stalin in courtyard is still common in the area, which is near his birthplace. It's the lady reaching for the hour glass (center) who is the chief taster in

the plant. The hour glass is used to time the brew. Tea samples are in the cans. An overall view of the automatic packaging room (right), with machines placed on both sides of the aisle.

how the Russians pack tea

BY RICHARD E. STOCKWELL and BLAINE M. MILLER, JR.

What is the tea industry like in Russia—by tradition an enormous consumer of the beverage? In this field, as in others, information has been fragmentary.

Now part of the picture can be filled in. Two Americans who visited the Soviet Union last year were given a tour of the Tiflis Tea Plant, in Tiflis, capital of Georgia.

Neither Mr. Stockwell nor Mr. Miller are tea men. But they are technical men familiar with plant operations. Mr. Stockwell is a management information analyst with the

Aircraft Gas Turbine Division of the General Electric Co., in Cincinnati. Mr. Miller is a mechanical engineer in the same division.

"We were allowed to take pictures," comments Mr. Stockwell. "We were also allowed to ask as many questions as we wanted and got rather straightforward answers."

The result is the report on how the Russians pack their tea—as indicated by a plant which in 1957 was turning out 13,200,000 lbs. a year.

The Tiflis Tea Plant is on the outskirts of the city, which is the capital of the Russian Federated state of Georgia. We were taken there in a Zim, Russia's second class automobile in a country where cars come in six classes. En route one sees the usual number of medium-sized plants, all unnamed and all behind a wall slightly higher than a "very tall man." This was much in the same pattern as seen throughout Russia.

The entrance to the tea plant is through a large iron gate that reminds one of the gates that once adorned large estates in this country. There was a guard at the gate, but he wore no uniform.

We were led upstairs through a dingy corridor into a rather large room. On a very large desk were four cans of tea. The cans were the gift type, with expensive markings and color-sketches. There was also an abacus. We never did see an adding machine on a Russian farm or in a plant, but there was always an abacus.

As we filed in, a man of perhaps 50 appeared. He was grey and needed a shave—a great many people in important positions in Russia did, we noted. He was introduced as the director.

His name, we learned later, was Mikhail Vissarionovich. The plant name, written out as best we could in English, came out this way: Sardgneladse Tbilisy Tchaerasvesochnaja

fabrica. It was explained that this meant Tiflis Tea Plant.

We sat down and began to ask questions through an interpreter. The director gave out the following in answer to questions:

The plant operating in 1941, and that year turned out 4,000,000 kilograms (8,800,000 lbs) of tea. At that time the plant had very little mechanization. Today, in a plant in which he said 90% of the operations were mechanized, they were turning out 6,000,000 kilograms (13,200,000 lbs.) of tea per annum. He said that the 1960 goals for the plant, which had been set, were to turn out 6,500,000 kilograms per year, and that this would be achieved by greater efficiency with existing equipment and plant facilities.

The plant has an eight-hour working day, and uses two shifts. On holidays they have a six-hour working day, which makes the plant a seven-days-a-week operation. The plant employs 320 workers, plus the administrative staff, the size of which was not given.

Total plant area is eight hectares (about 20 acres). There is a management building, a large building devoted to production, and another housing a cafeteria where the workers eat.

Eighty per cent of the workers live within the plant area



The automatic packaging line (left). Tea is fed from the floor above. The banner designates the crew on this machine—five people—as the best tea packers of the preceding month. Thirteen of these Dresden-made machines are used in the plant. A machine

operator watches (center) as preformed packages are filled with measured amounts—50 grams—of tea. After the top of the package is folded, it is sealed (right) with a paper band carrying the label. Packages are then chuted to the basement.

in apartments built by the plant and under plant control. Sixty per cent of those employed by the plant are women. It is possible for some members of the family to be employed outside the plant.

There is a kindergarten and nursery for children. Showers are available for workers in the plant, though this, perhaps, was more a concession to the tea than to the workers. There is a sports field within the plant, and an inside recreation center (ping pong is now being played in Russia), with a small library.

The tea comes in dried from West Georgia, where it is raised in the mountains. It arrives, packaged in square boxes, about 18 by 18 by 18 inches. These are covered with a light, thin wood and are nailed shut, as well as wired. Frame for the boxes is $\frac{3}{4}$ inch wood. The boxes are lined with aluminum foil to protect the tea from moisture, especially.

The boxes arrive by rail, and from what we saw, it was apparent that shipments usually were in carload lots. Incoming warehouse space was ample for several carloads—perhaps 20 or more—at any one time.

Sorting and cleaning first

The tea is first subjected to a sorting and cleaning operation. It is dumped out on large metal-topped tables, spread out, and sticks and other obvious foreign matter is sorted out by hand. It also is passed through a mechanical arrangement by which metal objects are pulled out by an electromagnet.

Different teas are thus inspected separately from each other. Samples are sent to a taste center where they are checked for flavor and where the various teas are selected for blending.

Here the practice is to prepare a small pot of each blend, allowing five minutes for it to brew, as measured by an hour glass, after which the professional tasters sample it. The plant effects the mixing by putting the proper proportions of different teas into a 1,600-lb. mixing drum. From there, the tea moves by endless belt to an upper story of the building and into hoppers from which it is fed down through tubes into automatic packaging machines on the floor below.

The machines make packages from paper fed from rolls. The formed packages are filled with measured amounts of tea—about 50 grams, we were told—after which the top of the package is folded shut by the machine. Then the package is sealed with a paper band that carried the label.

The plant must print its own labels. This is done on a

four-color press of Russian design which prints the colorful designs.

Filled, closed and label-sealed packages are pushed out onto a small platform for visual inspection. They are then pushed down a chute into the basement, where they are packaged in large wooden boxes in preparation for shipment.

The Tiflis Tea Plant had a large warehouse and shipped tea only as it was requested. The climate around Tiflis is quite dry, so there was no need for special protection of the packaged tea during storage.

Several blends

It was evident that the Russians are taking great care with blends, to keep them as desired. The plant turned out several blends, but we didn't get a count. However, the automatic packaging machines had four different hoppers above them, and we were told that a different blend went into each hopper and was drawn upon as needed.

The area inside the factory was spotless, and everyone wore a white smock as well as something over his or her hair. Floors were clean. However, the place still had a dingy look about it. This was because the Russians do not have much sense of color when it comes to painting their buildings. The outside of the plant was a yellow-painted stucco with white trim. This is a common combination in Russia. Another is pale green and white. Most often, the outside of buildings had been allowed to degenerate into a dingy gray.

Inside was much the same. Colors were characterless and lighting was limited. Thus, the place for the most part presented a dark appearance. Only the room housing the automatic machines was well lighted, and this because it had very large windows.

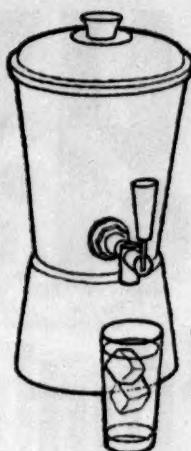
Less people, more output

The director told us that back in 1941 it had taken 700 to 800 workers in the plant to produce 4,000,000 kilograms of packaged tea. Now, he said, thanks to mechanization, 4,000,000 kilos could be packaged with 200 to 250 people.

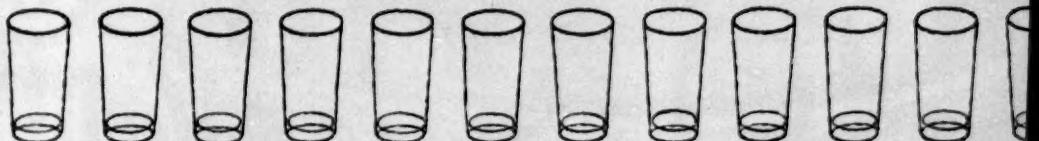
He said the plant involved an investment of 7,000,000 rubles when first set up, and that the money came from the state—and carried no interest. Today he said the investment in the plant was 12,000,000 rubles, the difference being largely in the equipment that had been installed.

The heaviest part of the additional investment of 5,000,000 rubles had been in the automatic packaging machines. He said in 1941 they needed 600 people to do the packaging work. Now, with machinery, the number had been cut to 35 for this operation.

(Continued on page 48)



TEA



SALESMEN!

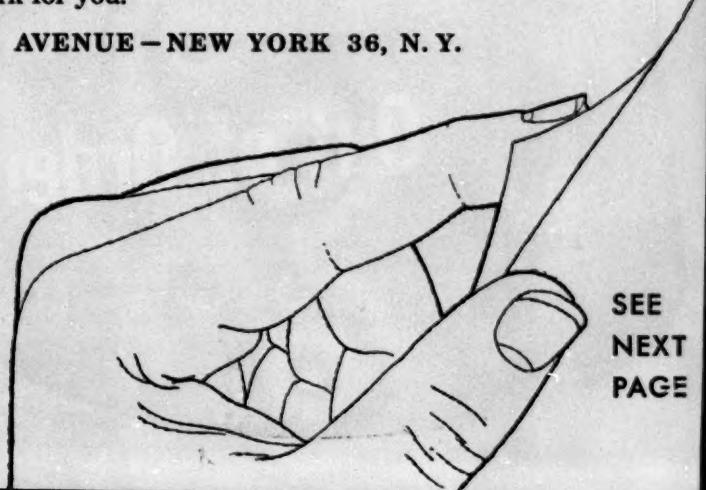
**S-T-R-E-T-C-H your Iced Tea sales
with this simple, sound, tested idea**

On your August restaurant calls, urge your customers to keep serving and promoting Iced Tea past their normal cutoff date.

They'll do at least half the sales volume in September-October-November-December that they do in August. Point out to them that it just doesn't make sense to *lose* this extra profit on the most profitable beverage they serve.

On the next two pages is a copy of a salesman's selling aid you can use when calling on restaurant accounts. Order as many as you need, free, to make this selling idea work for you.

TEA COUNCIL - 500 FIFTH AVENUE - NEW YORK 36, N.Y.





WHY

"Out of

S-T-R-E-T-C-H

and take an

What other restaurant owners



Out of Order

"Iced Tea, served and promoted the year round, is producing extra profits for our operation."

Sylvester W. Becker
John R. Thompson Co.
Washington, D. C.

"We have found that in the winter, too, our customers enjoy, and often demand, Iced Tea with their meals."

Veronica Morrissey
L. S. Ayres & Company
Indianapolis, Indiana

put your Iced Tea business Order" in September?

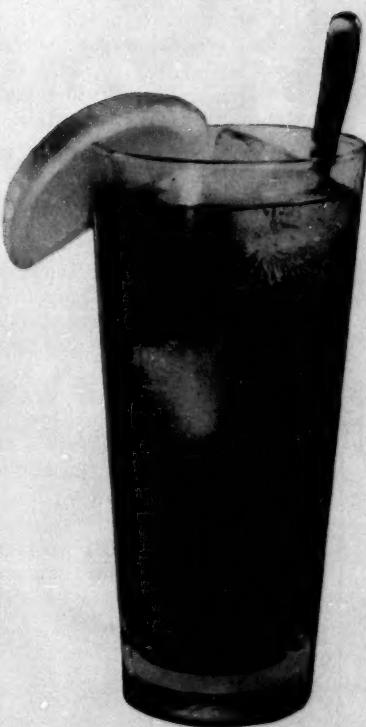
**the Iced Tea season
easy, extra profit!**

say:



"We figure we make
an extra \$10 a day by
promoting Iced Tea 12
months a year."

H. P. Jensen, Owner
Ole's Waffle Shop
Oakland, California



Why drop an item making a 78% gross profit on every serving? Iced Tea is a *proven* profit maker the year round. In test campaigns last fall, half of the restaurants surveyed held more than 50% of their Iced Tea business after the normal cut-off date!

So don't hang the "Out of Order" sign on your Iced Tea service this fall. Make "Iced Tea year round" the big new profit maker for your restaurant.

tea council

of the U.S.A., Inc.

500 Fifth Avenue • New York 36, N.Y.



world tea production rising

Part 2 of a comprehensive report by the Foreign Agricultural Service of the United States Department of Agriculture.

Prewar China was the largest tea producing country. China's importance in the tea market has declined, but it is trying to regain lost ground.

There are no firm figures on production before World War II. However, estimates during the early 1930's generally run between 500,000,000 and 800,000,000 lbs.

This high level of production was interrupted by the Japanese-Chinese War and also by the Chinese Civil War. Statistics during this period for tea production are incomplete and often not available.

Recently, however, the government of Communist China released its first official claim concerning tea production: 1949—90,609,000 lbs.; 1950—137,787,000; 1951—143,211,000; 1952—181,730,000; 1953—186,730,000; 1954—203,044,000; 1955—238,097,000; 1956—285,716,000; 1957—249,120,000.

Measures for increased tea production call (1) for growers to increase yields, restore derelict tea gardens damaged during the war and to lay out new plantations and (2) organization of the peasants to pick summer and fall crops in areas where it is not now being done.

The Communist regime has tried to increase black tea output, which presently accounts for about 18% of the total, and to improve the quality of their crop.

Tea imports, consumption in U. S.

In 1957, the United States imported 102,300,000 lbs. of tea, compared with 100,500,000 in 1956, 104,600,000 in 1955 and an average of 88,300,000 in 1935/39.

In 1957, Ceylon supplied 45% of United States tea imports. India 26%, Indonesia 14% and other countries 15%. Tea imports from India in 1954 were 39,900,000 lbs. and have declined each year since then until imports in 1957 from India amounted to 27,000,000 lbs.

This could be due to the seasonal nature of India's tea. The best qualities of tea are produced May, June and July. These teas cannot reach the U. S. markets in time for the current iced tea season, and blenders must anticipate requirements a year ahead. After July, the quality is not as high, and therefore is less attractive to U. S. buyers.

Civilian per capita consumption in the United States in 1957 was 0.61 lbs., the same as 1956. This can be compared with the average civilian per capita consumption in 1935/39 of 0.67 lbs., and in 1947/49 of 0.58 lbs.

—From "Tea: World Production and Trade," a report by the Foreign Agricultural Service of the U. S. Department of Agriculture.

Direct tea exports from Communist China (about 13,020,761 lbs. in 1956) are being shipped to Finland, Japan and Egypt, as well as to various Soviet Bloc countries, as specified in the various trade agreements signed in 1955. The main foreign demand for Chinese green tea comes from the Middle East and Asia.

With new plantings already made, and increased effort to stimulate production of tea, further increases in Chinese production is expected.

There is little information about tea production in the Soviet Union, except that it is believed the Russians are now producing most of the tea they drink.

Most Russian tea is produced in Georgia. Tea area reportedly has increased from 2,134 acres in 1913 to 8,299 in 1928, and 131,116 acres in 1940. In 1956, the area in tea was 176,165 acres.

Production is reported at 30,100,000 lbs. in 1940, 14,400,000 lbs. in 1945, and 53,000,000 lbs. in 1955.

The greater part of Russian tea is black tea. Green tea is also produced, and is said to be as good as, or better than, green tea produced in Japan.

From a prewar (1935-39) average of 20,600,000 lbs., African tea production increased to 37,100,000 lbs. during the 1946-50 period, and by 1956 total output from Africa was 76,000,000 lbs.

Preliminary information indicates that total output from Africa was approximately 80,400,000 lbs. in 1957.

Kenya was the largest African tea producer in 1957. Tea is second only to coffee as a Kenya export.

Production during 1957 is placed at 22,000,000 lbs., or 3% higher than 1956 production, and almost 2½ times greater than the annual average during the prewar (1935-39) period.

Tanganyika's tea industry has progressed from a total output in 1950 of 1,300,000 lbs. to 6,200,000 lbs. in 1957.

Generally, tea from Tanganyika is considered to be higher in quality than other African production.

During 1957, the Federation of Rhodesia and Nyasaland produced an estimated 19,500,000 lbs. of tea, compared with 22,000,000 lbs. in 1956, 18,200,000 lbs. in 1955 and 9,400,000 lbs. during the prewar (1935-39) period.

The decline from the 1956 level of production is attributed to a drought late in 1957.

Most of the tea produced comes from Nyasaland and is second to tobacco as an important export crop.

No tea is produced in Northern Rhodesia, but in Southern Rhodesia there is a small amount raised in the Eastern District. About 2,000 acres are now in tea.

A new company recently organized plans to develop about 10,000 acres. Only about 400 acres of this area have been planted.

Mozambique is the third largest tea producer in Africa. Production in 1957 is estimated at 15,000,000

(Continued on page 63)

Canada drives to build iced tea market there with "on the rocks" theme

In Canada, it's "Tea on the Rocks"! Keeping pace with the trend to modern living, Tea Council of Canada is promoting this new name for iced tea. Only the name has changed, however—"Tea on the Rocks" is made in the same way.

In a country where the iced tea habit is not too firmly established, it is felt that the new name will catch on quickly because it has more appeal, vitality and glamor.

The tea trade likes the name, and leading Canadian packers have made plans to use "Tea on the Rocks" in their advertising and promotions.

The name change applies to the English market only, as a punchy French translation does not exist. A different slogan has been developed in French.

A strong advertising campaign has been created for "Tea on the Rocks".

Weekend newspaper rotogravure color advertising is the mainstay of the campaign. Millions of Canadians will also be exposed to 24-sheet outdoor posters, television and radio commercials, as well as point-of-sale display material in restaurant and grocery stores.

The Tea Council's summer publicity program has been developed entirely around "Tea on the Rocks". Food, grocery and restaurant trade papers will carry articles aimed at acquainting the trade with "Tea on the Rocks" and what the name change can mean to them.

Consumer publicity through food columns, women's articles, etc., will also feature "Tea on the Rocks" as a cool and refreshing beverage.

Sol Cafe offers two instant teas —

100% pure and carbohydrate added

The Sol Cafe Manufacturing Corp., processors of private label instant coffee and coffee products, is now offering two types of instant tea under private label.

One tea is a 100% pure instant, a blend of Ceylons, Orange Pekoes and Formosas, the company explained. The other is an instant with carbohydrates added.

Sol Cafe claims to be unique in the industry, in that while 100% pure instant tea is processed by certain manufacturers, and instant tea with carbohydrates added is manufactured by others, Sol Cafe believes that no one processor produces both types.

The two instant teas are rich in merchandising possibilities, Sol Cafe believes. Both products are timed to meet the seasonal swing to iced tea. They offer ease of preparation for both the iced and hot beverages, and the elimination of bothersome tea-leaf disposal, Sol Cafe points out.

An outstanding feature of the 100% pure instant tea is that a one-ounce jar will make approximately 75 cups—almost twice as much as the same amount of leaf tea—and with the true flavor of fresh-brewed tea, Sol Cafe says.

The instant tea with added carbohydrates is completely

TETLEY TEA
is specially made
for tea bags

Blenders
of the World's
Finest Teas for
Over 100 Years

TETLEY TEA CO., Inc., New York
MEMBER OF THE TEA ASSOCIATION OF THE UNITED STATES OF AMERICA
JOSEPH TETLEY & CO., Ltd. London

and instantly soluble in cold water, the company explained.

Sol Cafe suggests that those who wish the fullest natural bouquet, flavor and aroma inherent to good teas gently warm the water before adding it to this form of tea.

Sol Cafe is making its 100% pure instant tea available in 24 1-oz. jars to the case, and the instant tea with carbohydrates added in 24 1½-oz. jars to the case.

Both instant teas will be supplied and packed in bulk, as desired.

Instant Tender Leaf Tea gets powerful promotion, Standard Brands tells grocers

A powerful campaign is helping grocers to "sell the only instant that's all pure tea", Standard Brands told grocers in trade advertising recently.

Famous tea drinkers are telling the Instant Tender Leaf story in editorial type testimonials.

"Mr. and Mrs. James Mason are among the celebrities selling Instant Tender Leaf to the (Reader's) Digest's 23,000,000 readers," Standard Brands declared in the grocer advertising. "There'll be colorful spreads—pages, too—from May to September."

The message will also be carried on four network TV shows by such top stars as Art Linkletter, the company said.

The food trade ad pictured a Reader's Digest spread under the byline of Pamela Mason (Mrs. James Mason) and the title, "The Instant Tea That Fooled an Englishman".

The spread also pointed up a 10¢-off deal on the instant tea.

White Rose introduces instant tea in powder form in New York market

Instant powdered tea in 1½-oz. jars has been introduced in the metropolitan New York area by Seeman Bros. under the White Rose label.

During the introductory period, retailers are able to save \$1 on the wholesale purchase price of \$9.40 for a case of two dozen jars.

Suggested retail price is 49¢ per jar.

Winners announced in "Tea for Canada Week" store display and consumer contests

Winners have been announced in two "Tea for Canada Week" contests, conducted by the Tea Council of Canada.

A store display contest brought a large number of entries, and showed a growing interest in the competition on the part of the chains.

"The high standards we have come to expect from display competitors over the past three years were maintained," the Tea Council of Canada said.

The Council's first consumer contest brought a gratifying number of entries, the organization reported.

The consumer contest was supported only by a single newspaper advertisement. "Credit for the success of the contest must go mainly to the field staffs of the tea packer members, who ensured a record distribution of display material," the Council commented.

Nearly 63,000 consumer contest entries were received. In the store display contest, there were 1,035 entries.

HENRY P. THOMSON, INC.

TEA IMPORTERS

89 Broad Street
Boston, Mass.

120 Wall Street
New York 5, N. Y.
Member: Tea Association of the U.S.A.

605 Third Street
San Francisco, Calif.

"There's nothing sissy

about the taste of tea"

A roundhouse right was recently thrown by Lipton Tea at the notion that tea is a sissy drink.

A full-page advertisement in Canadian World showed a powerful picture close-up of Rocky Graziano, craggy face beaded with sweat, boxing gloves on his hands—and drinking tea.

Stripped across the picture is the headline: "There's nothing sissy about the taste of tea."

The copy is a quote by Graziano:

"Hey, c'mon, tea ain't no sissy drink! Most every fighter I ever know drinks tea. And I never know a sissy fighter.

"I start drinking tea for training reasons. Like all fighters. But I get to like the taste, see. A lot. So now all the time, I still drink it. Even for breakfast, no kidding.

"Matter of fact, what I drink is Lipton Tea. Got more taste, you know? They say the flavor's "brisk," Lipton Tea flavor. I guess it is. But if it was me, I'd call the flavor terrific or something. It's he-man flavor, it ain't sissy.

"Should you try Lipton Tea, you'll like it, that's all I know. Like I say, terrific taste. While Rocky Graziano's around, nobody's going to call the taste of Lipton Tea sissy. Not and stay healthy."

Why athletes drink tea

One reason that tea is the most popular drink among professional athletes is that, hot or cold, the beverage provides diet needs that your body can't store up, Fred Rosen Associates, Inc., public relations counsel to the Tea Council, points out in press material promoting the "he-man tea-man" theme.

Riboflavin, for example, is just one tea ingredient that must be consumed daily. There are others.

Tea has no calories, and it's a good drink psychologically. It gives you a pick up when you need one, but it's a relaxing sort of pick-up—one that steadies the nerves instead of jangling them. Unlike soft drinks, tea neither bloats you nor leaves you craving for more to drink.

Bill "Moose" Skowron and Don Larsen of the New York Yankees, rugged Lou Fontinato of the New York

This picture is among those being distributed by the Tea Council of the U. S. A. in its "he-man tea-man" campaign. Johnny Podres (left) and Clem Labine, star pitchers for the Los Angeles Dodgers, make iced tea their training diet beverage.



A group of cooperative companies have joined efforts to prove that picnics can be fun, that picnic foods can be different, and that iced tea can be carried right to the picnic area to cool off and revive thirsty picnickers. This TEA-V Kit, coordinated especially for television promotion, was created by the Tea Council for July National Iced Tea Time campaign. The kit's contents were provided by the American Sugar Refining Co., Best Foods, Bliscraft of Hollywood, General Foods Corp., Hamilton Skotch Corp., Lily Tulip Cup Corp., McCormick Spices, Sunkist Growers and the Tuna Research Foundation.

Rangers, Bill Sharman of the Boston Celtics, Enos "Country" Slaughter and scores of other top athletes have made tea—and nothing else—their hot "training beverage."

Ceylon passes new Tea Subsidy Act;

postpones application until pick-up

A new Tea Subsidy Act (No. 12 of 1958) has been passed by the Ceylon Parliament. The act has not, however, been brought into effect as yet, because of the depressed condition of the tea market.

The act provides for the establishment of a fund for subsidizing the replanting and rehabilitation of estates and small holdings; the marketing of green tea leaf and the manufacture of tea from such tea leaf; and the imposition of an additional export duty on all tea.

Owners of tea lands will be paid subsidies for replanting uneconomic areas with approved high-yielding varieties of tea, and for rehabilitation of worn-out tea lands by the application of fertilizer, adoption of soil conservation measures, and increasing the number of tea bushes per acre.

The plan will be financed by the levy of an additional export duty of 0.04 rupees per pound.

At present, the total export duty and taxes on tea amounts to 0.7305 rupees per pound (1 rupee—US\$0.21), according to Foreign Commerce Weekly.

M. A. Bartlett visiting U. S.

M. A. Bartlett, a director of Leechman & Co., Ltd., Ceylon, arrived in New York City by air from London early last month.

During his visit, he called on his many friends in the tea trade here.

While in New York, Mr. Bartlett made his headquarters at the offices of George C. Cholwell & Co., Inc., agents for Leechman.

Tea Movement into the United States

(Figures in 1,000 pounds)

	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	March	April	May
	1957	1957	1957	1957	1957	1957	1957	1957	1957	1957	1957	1958	1958	1958	1958	1958
Black																
Ceylon	2,755	4,351	4,290	6,220	3,695	4,207	4,846	3,366	2,786	3,403	3,023	3,037	3,175	2,742	3,915	4,412
India	2,333	2,208	2,927	3,139	2,730	1,647	1,315	1,352	2,353	1,914	2,528	4,152	3,043	3,445	2,714	2,272
Formosa	351	447	525	291	143	167	373	563	508	548	365	510	309	344	311	480
Africa	339	414	187	376	227	484	228	304	265	217	273	303	257	510	358	529
Indonesia	1,193	1,453	1,106	1,374	1,067	1,113	894	1,354	1,155	1,430	1,518	1,510	1,070	1,178	1,347	1,836
Japan	42	124	95	24	3	15	28	17	99	197	198	249	96	58	21	56
Misc.	169	314	627	421	358	112	320	219	93	218	128	116	447	598	299	207
Green																
Japan	21	15	130	9	82	433	404	403	276	35	47	71	48	119	34	29
Misc.	6	15	13	3	6	13	24	73	6	17	2	1	9	7	6	...
Oolong																
Formosa	32	21	29	...	2	4	31	38	24	19	66	13	3	36	5	11
Canton	3	3	1	6	5	3	5	1	7	15	14	7	8	12	1	...
Scndl Cntr	4	7	7	3	15	3	2	2	3	6	6	5	5	8	4	3
Mixed				6	5	4	6	14	17	12	15	19	9	8	4	5
TOTALS	7,248	9,372	9,952	11,671	10,336	8,207	8,516	7,808	7,593	8,040	8,107	9,060	8,479	9,065	9,219	9,810

Figures cover teas examined and passed, do not include rejections. Based on reports from U. S. Tea Examiner.

Joint tea meeting sees youth market in 15-19 group; applauds Tea Center progress

The youth market for hot tea is in the 15 to 19 year-old bracket.

Agreement that this group is the target, not younger people, came at the second annual joint meeting of the Senior and Junior Boards of Directors of the Tea Association of the U. S. A.

The weekend event was held at the Pocono Manor Inn, Pocono Manor, Pa.

On the Friday of the weekend, the directors of the Tea Council of the U. S. A. met at the inn. Saturday morning, the joint session of the association directors took place, with Council directors participating.

Friday evening Edward C. Parker, president of the Tea Association, was host at a reception for the directors and their wives, and he also presided at the dinner which followed.

Saturday evening, at a reception and dinner, the host was Robert B. Smallwood, chairman of the Tea Council.

R. Edward Liptrott, of Salada-Shirriff-Horsey, Inc., who is leaving the Tea Association board to be vice president and general manager of the Salada Division in Canada, was honored on both evenings.

On behalf of the association directors, Mr. Parker presented to him a testimonial plaque.

For the Tea Council, Mr. Smallwood presented to him a silver tray inscribed with the names of the directors.

A comprehensive report was given to the joint meeting on the proposed Tea Center. A building has been selected, and negotiations are underway.

The directors praised the committee for its work in carrying the project forward so ably.

A new committee, headed by C. W. Felton, has been named to aid in furnishing the public rooms in the Tea Center.

Discussion of the youth market was based on the comprehensive report developed by the Tea Association's committee on that subject, headed by Joseph Diziki and Chester Chapman.

Message rather than media should be considered for appeals to the youth market in the 15 to 19 bracket, it was indicated. Mass media do a better job of reaching these young people than specialized media, it was stated.

However, appeals to young people should be kept in mind when new hot tea commercials are developed, the directors agreed.

Overlapping areas of promotion in the United States and Canada might be helpful in pinpointing the effects of special appeals, such as those slanted to youth, it was suggested.

Television broadcasts from such United States cities as Buffalo and Detroit are popular in Canada, it was pointed out. Similarly, people in those cities are exposed to promotion by the Tea Council of Canada.

Closer coordination in the overlapping areas might be helpful, the directors felt.

In an informal exchange of opinion, representatives of leading tea packers among the directors agreed that the effect of the recession on the tea industry was apparent only in pipeline inventory, not in retail sales.

In fact more tea is being moved off the shelves in the food stores, they indicated. Where the recession is showing itself is primarily in tighter inventory policies, which the tea men felt might work out to be an advantage, rather than otherwise.

They were unanimous in their optimism about the outlook for tea.

The meeting passed a resolution expressing its sorrow at the death of Benjamin J. Wood a few days earlier. He had been director of the Tea Bureau from 1937 to 1948. Mr. Wood fell to his death from the platform of a moving train.

The joint weekend meeting, the second such annual event, was highly successful, the directors agreed.

Lipton is host at premiere of documentary film on famous yachting trophy, America's Cup

A unique gathering of tea men, food industry people, advertising executives, sportsmen and members of the press gathered in the Sert Room of the Waldorf Astoria Hotel, at the invitation of Thomas J. Lipton, Inc., for the premiere of a 27-minute documentary motion picture in full color, "The Story of the America's Cup."

As much a rags-to-riches story as any ever to come from the imagination of this country's top writers, "The Story of the America's Cup" covers all the excitement and tense moments in the first 86 years of competition for the gaudy trophy.

During those years, about \$30,000,000 were spent by British yachtsmen who sought to return it to the land of its origin and Americans who so far have managed to keep it here.

Originally, the trophy was won from the Royal Yacht Squadron by a syndicate of American yachtsmen who visited England by invitation in 1851 with their sleek and speedy schooner, the "America." The Squadron invited the American boat to join them in a race around the Isle of Wight. The "America" beat all 17 of the British yachts in that race and brought the Cup home in triumph. Since that year, 16 different challenges have been made by English, Irish, Scotch, and Canadian sportsmen in vain attempts to return "the old mug" to the possession of the United Kingdom.

Not since 1937, when British aeronautical manufacturer T.O.M. Sopwith tried, and lost, with his "Endeavour II," has there been an America's Cup race. But on September 20th of this year there will be another one, off Newport, R. I., between two handsome 12-meter sailing yachts, one British and the other American. The winner of four out of the seven races, one each sailable day, will win the Cup.

The "Twelves" are today the largest single-masted sailboats afloat, though they are only little more than half as big (about 70 feet overall) as the specially-designed "Super J's" of the Sopwith, Sir Thomas Lipton, and Harold Vanderbilt eras.

Lipton made more challenges than any other Empire yachtsman, and brought a succession of his "Shamrocks" here to try and turn the tide in 1899, 1901, 1903, 1920 and 1930. Though he was successful in none of his attempts, he gained the everlasting admiration and respect of the American people for his great sportsmanship. It is that sportsmanship which provides the theme for "The Story of the America's Cup".

The movie will be shown on television, in theaters and to interested clubs and organizations throughout the United States. Distribution will be handled by Association Films, Inc., New York City.

Chatterjee heads Indian Tea Board

A. B. Chatterjee is the new chairman of the Tea Board of India.

He succeeds U. K. Ghosal, who has joined the Damodar Valley Corp. as its secretary, according to a report from Calcutta.

1898 - 1958

1958 marks our 60th year of service

HALL & LOUDON TEA BROKERS

91 WALL STREET

NEW YORK CITY 5

IRWIN-HARRISONS-WHITNEY INC. TEA IMPORTERS

**NEW YORK • PHILADELPHIA • BOSTON • CHICAGO • SAN FRANCISCO • SHIZUOKA (JAPAN)
CALCUTTA • COCHIN (INDIA) • COLOMBO (CEYLON) • DJARKATA (JAVA) • LONDON (ENGLAND)
MEDAN (SUMATRA) • TAIPEH (FORMOSA)**

activity mounts in international search

(Continued from page 9)

Organization convened in Rio de Janeiro, to carry forward the plans for the worldwide organization.

Commission members include Dr. Paulo Guzzo, president of the Commission; Jorge Sol, representing Colombia; Rodolfo Peters and Jorge Harten of FEDECAME; Pierre Massin, of the French Embassy in the United States; and a representative of the Belgian Embassy in Rio de Janeiro. The last two will represent the African coffee producers.

Meeting in New York City, the board of directors of the seven-nation Mexico Agreement declared that no change in the pact is necessary for the remainder of the period which it covers, but for the following year the coffee-producing countries will need to take even stronger market stabilization measures.

Under the Mexico Agreement, entered into last October, the signatory mild coffee producers undertake to regulate the quantity and rate of exports through September 30th, and to establish physical reserves equal to one tenth of exports of the same quality.

Data submitted at the New York City meeting indicated that FEDECAME members will have very little exportable coffee for the final quota period, ending September 30th.

In the case of Brazil, retention quotas were set at 20% of exports during the crop year ended June 30th. The delegate of Brazil informed the Board that his country would continue its established policy of market support and quota retentions after that date. He added that the Brazilian Coffee Institute was currently in session with the object of strengthening its regulations to meet the pressure of the new crop. It was anticipated that retention quotas for the coming year would be double those of this year.

A permanent solution must spread the burden equally among all the beneficiaries, the board pointed out.

To meet a growing dollar shortage, Colombia arranged for a loan of \$103,000,000, with the Export-Import Bank providing \$78,000,000 and a group of private banks supplying the rest.

Loans for Brazil also appeared to be under discussion.

The Soviet Union offered Brazil 200,000 tons of crude oil in exchange for commodities, including coffee. The offer was seen as a determined step by Moscow to force itself into the Latin American market.

THE PROVEN SALES STIMULATOR

SIELING'S GLASS ICED TEA OLLA

with the new Health Approved PAF 6 Faucet

*The greatest sales booster that
Iced Tea has ever had.*

Write for prices and details.

SIELING URN BAG COMPANY

927 W. Huron St.

Chicago 22, Ill.

now the Russians pack tea

(Continued from page 38)

The automatic packaging machines were designed in Russia, said the director, and were built in Dresden, in East Germany. They carried the trade name "Nagema."

The plant did its own repair work on the machines, we were told, and parts can be made for the machines in shops in Tiflis. Some spare parts are imported. Tiflis Tea Plant has its own small machine shop to do minor repair work and keep the machines in top working order.

The director boasted that the plant was doing well now and enjoyed second place in the food industry in the USSR in terms of Socialist competition. He said the plant had been measured on the basis of 16 items of achievement, which included quality of the product, increasing productivity of labor, provisions for increased salaries, and so on.

He noted that tea consumption was going up in Russia—and cautioned us against drinking tea with ice! "Bad for the kidneys," he said.

There are ten other plants like this one in Russia, he indicated. Two, at Samarkand and at Taskkent, are mechanized like the one in Tiflis.

Ninety per cent of the workers are on a piece work basis, he explained, and their average income is 650 to 700 rubles per month. Those on piece work are paid on the basis of a progressive system, he said, and get the basic salary of 100% of plan; for 120% of plan they get twice as much.

Best workers under this system earn from 1,000 to 1,200 rubles per month. The poorest workers get from 500 to 550 rubles per month.

He said they were planning to increase production and at the same time reduce the total number employed within the next year, but he didn't know by how much.

The plant employed eight engineers (operating engineers, not graduate) and 12 "technicums" (assistants).

A special commission decides factory wage matters and grievances. This commission is made up of workers and managers. He said there had been one grievance in the past year.

The best workers also get the best apartments in the factory housing area, which we were not shown. Promotion is based on "how a worker works" and not on seniority; rather "productivity is the factor." Labor turnover was termed "light." Vacations run 12, 18 or 24 days per year, depending on how hard the work is and the qualifications of the worker.

Russians are great tea drinkers. They have little choice. We found the coffee there about the world's worst.

General Foods sales climb, but value lags

behind volume, because of lower coffee prices

General Foods Corp. sales were higher in the 1958 fiscal year, ended March 31st. They topped the \$1 billion mark for the first time in the company's history.

Physical volume of products sold was 3.9% higher than in fiscal 1957, but dollar sales were only 2.3% higher.

President Charles G. Mortimer said the lag was due chiefly to lower costs of green coffee, which were passed on in lower prices.

Coffee accounts for about 40% of the company's sales.

Packaging

color sparks Nash Coffee can redesign

Is coffee flavor affected by the color of the coffee can?

"Yes" says Nash's Coffee Co., St. Paul, Minn. "Housewives and even taste experts are influenced by package color."

L. J. Clark, Nash Coffee's general manager, puts it this way:

"A housewife's estimate of the strength of a coffee blend may be strongly biased by the color of the coffee can. Judgment of coffee strength seems to be made even before the can is opened!"

It all started when Mr. Clark read a motivational research study indicating that woman thought coffee coming from yellow cans was too weak.

He was justifiably concerned, since Nash's can was predominantly yellow.

Not completely convinced, he conducted tests in his own office. Identical blends of coffee were taken from different colored cans and were brewed in front of two nationally known coffee experts. The experts were asked to describe the difference in the two coffees. Both experts—men with over 20 years each in the coffee business—agreed that the coffee coming from the yellow can was weaker.

The company was satisfied with its blend, since blind consumer panel tests demonstrated that Nash's Coffee was equal to, or better than, any competitor. However, the St. Paul firm wasn't receiving what it considered to be its share of market. Nash officials began to wonder if the yellow can was being unfair to the coffee.

Frank Gianninoto, New York City, industrial designer, was commissioned to completely redesign the Nash can. He had previously made some minor modifications in the label, but this time he produced a totally new can.

A full dress showing of can designs was presented in Minneapolis several months later. Nash personnel and their advertising agency selected the designs they wanted, and Mr. Gianninoto completed the design—a red can with white oval and gold trim.

Major modification was the elimination of a double face label. Reasoning: the new single face label eliminates unnecessary duplication of the front panel on the back and will distinguish Nash's Coffee even more from other brands.

The new can will be introduced to the consumer via four-color newspaper advertising during late summer.

To introduce the new package to its sales area, Nash's Coffee held a party at the St. Paul plant as the first new can rolled off the packing line. Since this was the first



Miss Centennial Minnesota, Diane Albers, helps L. J. Clark, general manager of the Nash Coffee Co., unload the packing line at Nash's St. Paul plant. Miss Albers was guest of honor at a coffee party introducing Nash's new bright red coffee can.

new food package for a Minnesota-headquartered firm during the state's centennial year, Miss Centennial Minnesota was on hand to receive the first new can.

"Change just for the sake of change is not involved here," says Mr. Clark. "This new Nash package expresses our coffee's 'personality' much better. We believe the change also will work for the retailer."

Yates reelected board chairman, Searle named president of Arkell & Smiths

Sheldon S. Yates has been reelected chairman of the board of directors of Arkell and Smiths, manufacturers of specialty paper bags, including coffee bags.

Robert F. Searle, formerly vice president in charge of manufacturing, was named president.

Mr. Searle joined the company in 1948.

China aims at huge tea output

The New China News Agency reports that China hopes to produce 152,000 tons of tea in 1958, which will be one third more than in the previous year. The agency says estimates are that production of China tea will amount to more than 382,000 tons by 1960.

This would make China the world's biggest tea producing country, while at present it is in third position after India and Ceylon, according to Carritt Moran & Co., Private, Ltd.



The AMERICAN CAN CO. has started production on a new coffee can line at its Canco division plant in St. Louis to manufacture vacuum-pack coffee cans for the St. Louis coffee industry. Representatives of the coffee industry and Canco officials (above) watch the first units coming off the production line at speeds of 300 cans per minute. From left: David Brown, president, Manhattan Coffee Co.; Carl Hull, vice president, Old Judge Coffee Co.; David Orwig, general manager, James H. Forbes Tea & Coffee Co.; E. Pilsbury, Jr., Canco plant manager and J. G. Rayburn, Canco's St. Louis district sales manager.

Canco St. Louis plant now makes cans for coffee

The American Can Co. plant in St. Louis recently started manufacturing vacuum key-opening cans for the area's coffee packers.

Representatives of coffee firms and other guests attended a ceremony marking production of the first of the coffee cans. High-speed, automatic machines turned them out at a rate of more than 300 a minute.

Participating in the ceremony were Dano Brown, president, Manhattan Coffee Co.; E. Jones, chairman of the board, General Grocer Co.; M. J. Curley, president, R. C. Williams Co.; Carl Hull, vice president, Old Judge Coffee Co.; David Orwig, general manager, James H. Forbes Tea & Coffee Co., and N. L. Schmid, president, Woolson Spice Co., Toledo, Ohio.

Production at the plant, which includes a variety of metal and paper containers for foods, beverages and other products, will be increased millions of cans a year by addition of the new coffee can facilities, according to E. Pilsbury, Jr., plant manager.

The coffee packers were welcomed to the plant by Mr. Pilsbury and J. G. Rayburn, Canco district sales manager for the St. Louis area. During an inspection tour, they watched cans in production move over a half-mile of electronically controlled conveyors to the automatic packing stations.

Mr. Rayburn said the new equipment would put the company in a position to provide better service to coffee customers in the Midwest. Previously cans were shipped in from other locations.

"Since the vacuum pack coffee can was introduced in 1924 by American Can," Mr. Rayburn commented, "coffee sales in this country have increased more than 85%."

Last year, he added, more than two billion pounds of coffee were consumed in the U. S.

Lipton installs printing machines for tea envelopes at Hoboken plant

One of the most expensive items in the manufacture and packaging of the new Thomas J. Lipton, Inc., Flo-Thru Tea Bag is the small envelope that encloses the tea bag, the Lipton News reported recently.

To reduce this expense and increase the possibility of offering Lipton Tea Bags at a more competitive price, the company decided to order two machines from the Champlain Co., Bloomfield, N. J., to print the envelopes at the Hoboken Plant.

The new presses employ the gravure process of printing, and the operation is completely in line, meaning that each machine is equipped to print, die-cut, slit, and wind into rolls with one pass through the press.

Two colors are used. The 21-inch wide printed web is slit into nine rolls of finished envelopes, ready for use, except for humidity conditioning, on the new Constanta tea bag machines.

For almost 20 years, Lipton's tea tag printing department ran off the tea tags required for all of the firm's tea plants, except in Canada.

When the first tea tag press was installed in 1938, Lipton's tea tag requirements were small—less than 100,000,000 a year. However, tea bag sales gradually increased, until at the beginning of World War II, consumption of Lipton Tea Bags was about 350,000,000 per year. Under government controls, that figure was frozen for the duration of the war.

After the war, sales increased by leaps and bounds. In 1952, over 2½ billion tags were printed and manufactured.

Since that time tea bag sales have continued to rise rapidly. But with the advent of new Tea-Pak Machines in 1951-52, Lipton's tea tag requirements were gradually lessened, since the Flo-Thru Tea Bag does not carry a cardboard tag.

Home market for coffee

In 1957, there were only 0.46 kilograms of coffee available for each resident of the Philippines.



An enthusiastic response is reported for "Bulko-Tainer," sturdy new institutional size shipper bag for coffee, developed by Shellmar-Betner Flexible Packaging Division of Continental Can Co. Lined with Pliofilm and heat-sealed, the kraft bag holds 12 one-pound bags of coffee. Plastic lining eliminates need for protective linings in the smaller bags it contains.

THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

vanilla research program nears goal, FEMA convention hears; Hess mourned

Definite, workable standards for pure vanilla extracts can now be visualized as a result of the research program initiated by the Flavoring Extract Manufacturers' Association.

This progress was emphasized in the president's report to the 49th annual convention of the association, held at the Edgewater Beach Hotel, Chicago.

The president's report was read by C. P. McCormick, Jr., second vice president.

Myron J. Hess, FEMA president, passed away at his home in Naberth, Pa., on the eve of the convention. He was 62.

His death came as a shock to the membership. Vice President E. N. Heinz, Jr., who took up the gavel to open the convention, said he knew Myron Hess would want them to carry on.

In the annual report, President Hess had pointed out that considerable routine work remained to be done to achieve FEMA's goal on the vanilla research: production and sale of pure vanilla extracts that mean what the labels say, without fear of competition from sophisticated extracts with misleading labels.

He warned that there were, however, two possible effects which must be considered:

1. With no greater visible supply, a greater demand will cause an increase in the price of vanilla beans.

2. Because pure vanilla extract will cost more, consumers might be inclined to use imitation products.

Food additive measures

"For these reasons," the report said, "it is desirable for this association to consider ways and means by which a more ample, dependable supply of high quality beans can be encouraged."

The report urged adoption of a program of testing selected flavor ingredients, to demonstrate recognition by FEMA of its responsibility on food additives.

The convention elected Mr. Heinz president for the coming year. He is with the Food Materials Corp., Chicago.

Other officers named were C. P. McCormick, Jr., McCormick & Co., Inc., Baltimore, first vice president; S. M. Kleinschmidt, Liquid Carbonic Corp., Chicago, second vice president; Dr. A. S. Wendt, Fred Fear & Co., Brooklyn,

N. Y., third vice president; Hunt P. Wilson, Warner-Jenkinson Manufacturing Co., St. Louis, secretary; Lloyd E. Smith, Virginia Dare Extract Co., Inc., Brooklyn, N. Y., treasurer; and John S. Hall, Hickey & Hall, Chicago, attorney and executive secretary.

Also on the board of governors are Don C. Jenks, Foote & Jenks Co., Jackson, Mich.; Robert Krone, Fritzsche Brothers, Inc., New York City; Francis C. Oakley, Baker Extract Co., Springfield, Mass.; John R. Leitz, C. E. Hires Co., Philadelphia; Robert H. Pulver, H. Kohnstamm & Co., Inc., Chicago; J. H. McGlumphy, Van Ameringen-Haebler, Inc., New York City.

Ray C. Schlotterer, secretary of the Vanilla Bean Association of America, told the convention that the old vanilla bean cycle—seven years from overproduction and low prices to curtailed plantings and high prices—is on its way out.

More stabilized vanilla economy

"We are approaching a more stabilized vanilla economy," he declared.

Mr. Schlotterer said the outlook is for a rather limited supply of vanilla: 450 tons from Madagascar; 100 tons from Comores Islands and Reunion; 150 tons from Tahiti; 100 tons from Mexico; and 50 tons from all the other producing countries, such as Dominica, Guadalupe, Indonesia, the Seychelles Islands, etc. This makes a total of 850 tons, or approximately 1,900,000 lbs., sufficient to take care of the world's consumption at today's prices. Out of this total, the U. S. will be consuming about 1,200,000 lbs.

Dr. David Jorysch, chairman of the FEMA Scientific Research Committee, said the committee's main program for the past year had been the development of the chromatographic method for evaluation of vanilla extracts.

He explained it was a screening process, since it permits the analyst to sort out perfect vanilla extracts from dubious ones by a relatively simple procedure.

The vanilla research program may now be drawing to a close, Dr. Jorysch indicated. "This does not mean that our work has been finished," he said. "The important task before us is to determine the accuracy and dependability of

(Continued on page 36)

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ASTA convention extends revenue program for research, publicity; elects MacMillan

The revenue program of the American Spice Trade Association, which was started last year to raise money for research and publicity, is the best one yet.

This was reported to the 1958 ASTA convention, held at the Grove Park Inn, Asheville, N. C.

The national gathering of America's spice people showed its approval of the revenue program by continuing it through July 31st, 1959.

The convention added that the program should continue after that date, unless voted otherwise by the membership.

ASTA'S 52nd convention followed the pattern of earlier ones established at resort sites after the end of the war. Business was streamlined for maximum results, with reports due for discussion going out to the membership well before the opening gavel. Afternoons and evenings were left open for social and sports activities.

William L. MacMillan, president of the Woolson Spice Co., Toledo, Ohio, was elected president of the association for the coming year.

ASTA vice president for two years, Mr. MacMillan succeeds T. Bernard Jones, of The R. T. French Co., Rochester, N. Y.

Howard C. Wolf, of McCormick & Co., Inc., Baltimore, was named vice president, and Albert E. Koegler, of Albert Ehlers, Inc., Brooklyn, N. Y., was chosen treasurer.

Elected to serve two-year terms as directors were Paul D. Hursh, of Durke Famous Foods, Bethlehem, Pa., and William E. Martin, of the William E. Martin & Sons Co., Inc., New York City. Harold F. Gavigan, of B. C. Ireland, Inc., San Francisco, was elected to a one-year term on the board of directors.

Mrs. Roxanna Beebe-Center, president of the Stickney & Poor Spice Co., Boston, became the first woman ever to hold a major office in the spice association. She was named chairman of the grinders section.

Donald A. Sayia, of A. A. Sayia & Co., New York City, was chosen chairman of the brokers and agents section, and C. A. P. Van Stolk, of the Arthur C. Dunn Co., New York City, was elected chairman of the importers section.

Interest was keen in proposed amendments to ASTA's by-laws and contracts. Most of the recommendations were accepted, but several major amendments were turned down, after thorough discussion on the floor.

One of the amendments which did pass stipulates that when a default is deemed to be wilful or intentional, no award is to be rendered in favor of the defaulting party.

Albert E. Koegler, chairman of the Publicity Committee, told the convention that in spite of budget curtailment, an effective public relations program had been



William L. MacMillan (right), of Toledo, Ohio receives ASTA president's gavel at Grove Park Inn convention from retiring president T. Bernard Jones. Mr. MacMillan heads Woolson Spice Co.

maintained, in conjunction with the Bernard L. Lewis, Inc., organization. He hoped that with improved revenues in recent months and a sizeable balance in ASTA's research and public relations account, the larger budget approved by the board of directors at its April meeting would be met in 1958-59 without difficulty.

Associate members carried to a new level their activities as part of ASTA. During the convention, they held their second annual meeting. LeRoy Kirchofer, of the LeRoy K Trucking Co., was named chairman, succeeding James B. Lennan, of Acme Carriers, Inc. Mrs. E. L. Pancoast, of the B. K. Pancoast Co., Inc., was reelected secretary.

At ASTA conventions, guest speakers are the exception rather than the rule, a pattern which encourages a high degree of attention to those talks which are presented.

Guest speakers during this convention were J. Roger Deas, of the American Can Co.; I. B. Catz, of the Catz American Co.; and M. Gopala Menon, Consul General of India in New York City.

Looking forward to the 1960 convention, the conclave selected Shawnee Inn, Shawnee-on-Delaware, Pa., as the site. The dates will be May 22nd-25th.

This will be a return East from the 1959 convention, which has been set for Del Monte Lodge, Pebble Beach, Calif. The dates are May 24th-27th.

Social events at the Asheville convention took on some of their coloring from the North Carolina mountain site. This showed itself in full flower at ASTA's

"Mountaineer Night", and also came through during the second annual "Associate Night". Spice people liked the mountain music, and the Blue Mountains entertainment.

The convention's top door prize, a round trip for two to Panama, was won by Harry Schlichting, past ASTA president. The trip is donated annually by the Barber Steamship Lines.

A weekend for two at the Shawnee Inn, donated by the management of that hotel, went to Kenneth G. Frazer, of the Ludwig Mueller Co., Inc., hard-working chairman of the convention committee.

In the golf tournament, low gross was scored by Walter Blair, of Cal-Compack Foods, Inc. He was trailed by Sam Edwards, of the Owens-Illinois Glass Co., and Thomas Gunning, of the William J. Stange Co.

John J. Frank, Jr., of The Frank Tea & Spice Co., took low net, with second and third low net prizes going to John Novak, of Sokol & Co., and John McAuley, of the Manhattan Milling and Drying Co., Inc.

Robert Cruickshank, of the States Marine Isthmian Agency, Inc., whacked the ball for the longest drive. Ralph Simpson, of Durkee Famous Foods, landed nearest the pin to take the hole-in-one award.

The bowling tournament, always popular at spice conventions, took place at the Asheville Bowling Center. Winners were Fred Jungbluth, of the Knickerbocker Mills Co.; James B. Lennan, of Acme Carriers, Inc. and William E. Martin, of the William E. Martin & Sons Co., Inc.

Mrs. Aubrey Voaden chaired the Ladies Convention Committee, which arranged events for the distaff side.

Women buy coffee and tea for nearly 88%

of U. S. families, McCall's study shows

The woman is the controlling factor in the American family's purchase of coffee and tea, it is confirmed by McCall's second food and grocery products purchase diary study.

This influence includes not only the actual purchase, but also brand determination, McCall's says.

The McCall's study was conducted for the magazine by the Home Testing Institute and covered an entire week's grocery purchases of 1,090 HTI panel families, who represented an accurate cross-section of the nation.

The study revealed the following patterns:

In 87.1% of the families purchasing regular coffee, the purchases were made by women; they also determined the brand in 83.9% of the families.

For instant coffee, women did the buying for 83.3% of the families; and decided the brand in 81.1% of the families.

In 87.8% of the families purchasing tea (bulk, packaged), women did the buying in person; and in 93.9% of the families the brand decision rested in their hands.

In dollar value, the ratio of coffee purchases to tea ran 10 to 1; and of every \$10 spent on coffee, \$3 went for the instant variety.

Average production per tree

Average production of coffee per tree in the Philippines in 1957 was only 0.45 kilogram of dried beans.

Homemakers prefer spices in glass containers, survey for Owens-Illinois shows

The majority of homemakers prefer a glass container for the packaging of spices, according to a recent survey conducted by the Home Makers Guild of America for Owens-Illinois Glass Company.

More than nine out of ten consultants said they preferred glass for the whole variety while almost seven out of ten liked glass for the ground variety.

Product protection is one of the principal reasons why homemakers prefer glass, with visibility, cleanliness and convenience of opening and closing listed in the survey as other advantages of glass.

The container that offers best protection to the product is of great importance in the marketing of spices, seasonings and herbs since a large number of the homemakers said they had at some time in the past thrown away a partially filled container of spices. More than six out of ten said they discarded spices primarily because of lost flavor, hardening, dampness and dryness.

Only four out of nearly 1,000 homemakers had never purchased some variety of ground spice, while only 34 said they had never purchased a variety of whole spice.

Among salts and powders, celery salt is in the most number of homes, with garlic salt second. Of the flakes, parsley has best home distribution. Cloves lead in popularity among the varieties of whole spices. Black pepper is first in the ground spice category with cinnamon running a close second.

Whole spices listed as all-year round essentials for normal cooking and baking requirements are cloves, bay leaves, celery seed, cinnamon, black pepper, oregano, pickling spice and allspice. Essential ground spices are cinnamon, black pepper, nutmeg, cream of tartar, paprika, cloves, ginger and allspice.

Consultants report that they are using more spices, seasonings and herbs today than they did ten years ago, with oregano, bay leaves, celery seed, basil, rosemary, black pepper, poppy seed and cloves leading the list of new spices used in the home.

Consultants said they found cook books the most convenient source of information about these products. Magazines were second. Other sources are newspapers, radio and television. The survey indicates that recipes are of extreme value in the merchandising of spices.

The majority of homemakers purchase more than one brand of spices, the survey shows.

"Wake Up, Joe!" campaign

to push Folger's Instant

"Wake Up, Joe!" will be the theme of an intensive campaign in Southern California by J. A. Folger & Co., for Folger's Instant Coffee, handled by Brooke, Smith, French & Dorrance, San Francisco.

The new push will be a follow-up on Folger's "Wake Up and Live" campaign.

The "Wake Up, Joe!" drive will blanket 13 major radio stations with spot saturation over a five-week period. The campaign will also utilize 24 newspaper ads in 18 major Southern California newspapers.

NRTCMA's 1958

(Continued from page 17)

month. When a route man keeps a customer one month, five cents is given him, next month ten cents, and so on. The firm using this method says while it is expensive, it has created enthusiasm in route men who were becoming lax, and has enabled them to keep experienced route men, rather than employ new men.

It was pointed out that in a contest the men often lose interest because one industrious man may be so far ahead in the points toward a prize. One firm overcomes this by asking each man to obtain 20 new customers in a month, no more. Each man who does so wins the prize. This puts all men in a position to win, and the results are far better than in more competitive arrangements.

A premium-of-the-month plan was reported a success, where the price was reduced on one premium each month. This stimulates interest and activity in that particular premium.

Deep consideration was given by panel members to the fluctuating price on brand name premiums. Price competition is so excessive on brand names that some firms are contemplating using off-brand premiums in order to avoid having the customer compare prices unfavorably with those offered as premiums.

The route man who offers to cash Christmas checks for his customers may easily step up his cash Christmas business, it was noted. There are many Christmas checks on any route, and the man who cashes these for his customer is in an excellent position to sell merchandise for Christmas gifts—for cash.

At the luncheon on the opening day of the convention, Fred Edelston, of the Fred Edelston Co., spoke to the group on behalf of the associate members.

The associate members were hosts to the routemen at luncheon the first day.

Enthusiasm and enjoyment were apparent at the wind-up banquet, where each woman present was given a large orchid corsage and the flash bulbs were popping right and left as photographs were taken of the festive groups.

Farinet named v. p. by Grand Union

A. J. Farinet has been named vice president in charge of operations of the Route Division of The Grand Union Co., which serves customers in 23 states through 360 direct-to-the-home sales routes.

Mr. Farinet, general manager of operations for the Route Division since 1947, has been with Grand Union for 43 years.

Joining the company in Canton, Ohio, he was successively a route salesman, assistant manager, manager and regional director for the division before being named general manager.



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Morningstar-Paisley, Inc., acquires Thurston & Braidich. From left: Eusebio Vina, partner, Thurston & Braidich; Earl C. Lenz, vice president of sales, Morningstar-Paisley; E. T. O'Grady, manager, gum department, Morningstar-Paisley; and Charles R. Rosevear, Partner, Thurston & Braidich.

Thurston & Braidich acquired by Morningstar-Paisley; continues as division

Thurston & Braidich, New York City, importers of vanilla beans and importers and processors of water soluble gums, has been acquired by Morningstar-Paisley, Inc., New York City, for an undisclosed amount.

Thurston & Braidich will continue as a division of Morningstar Paisley, with no changes in management, technicians, salesmen or sales outlets.

The combined operation became effective July 1st, according to George J. Muller, Morningstar-Paisley president.

Thurston & Braidich management is moving from its location on Spring Street to Morningstar's offices at 630 West 51st Street.

"Thurston's vanilla bean importing business gives us another addition to our fast growing line of food items," Mr. Muller said.

All manufacturing operations will be done at Morningstar's recently completed gum processing plant in Hawthorne, N. J. With the integration, the company becomes one of the most modern, fully integrated processors of water-soluble gums, from raw material to finished product.

Eusebio Vina, partner in Thurston & Braidich, and Charles R. Rosevear, also a partner, will continue in the management of the new Morningstar division.

Both companies are over 100 years old. Morningstar was founded in 1851. Thurston & Braidich began operations in 1856.

Coffee Miss

*"One sip of this
Will bathe the drooping spirits in delight
Beyond the bliss of dreams."*

—From "Comus," by Milton.

vanilla research program nears goal

(Continued from page 51)

the newer analytical methods before they can be adopted as official."

He reported on the progress of the FEMA scientific and technical abstracts, started this the past year. The abstracts provide a running outline of research work in all phases of the flavor industry.

The committee is also developing a project on "self-limiting concentration of flavomatics," he declared, to provide information to the Food Additive Committee.

"Flavomatics" is a term introduced by Harold Janovsky, Dr. Jorysch said. "It covers the range of aromatic chemicals used in flavors. Self-limiting concentration of a flavomatic is expressed in parts per million and marks its level in a beverage which due to taste, or odor and taste of the Flavomatic, has become so repulsive that one ounce of the beverage cannot be consumed."

Close loopholes

Dr. H. P. Burchfield, of the Boyce Thompson Institute for Plant Research, Inc., Yonkers, said the principal value of the paper chromatography technique to vanilla "may lie in its ability to provide information on how extracts are prepared, and so make it possible to close loopholes in any quantitative standards that may be established."

Dr. Burchfield reviewed the work of the Boyce Thompson Institute in developing the paper chromatography technique in testing vanilla extracts.

Dr. Robert A. Osborn, of the Food and Drug Administration in Washington, D. C., cited the fact that food additive bills have been pending in Congress for the past eight years.

He described H. R. 6747, the food additive bill drafted by the Department of Health, Education and Welfare last year.

Dr. Richard L. Hall, chairman of FEMA's Food Additive Committee, presided at a technical symposium on that subject. He said the committee had drafted a statement on proposed food additive legislation, which had been approved by the board of governors and the membership, and was then filed with the House Subcommittee on Health and Science.

Dr. Bernard L. Oser, of Food and Drug Research Laboratories, Inc., told the convention that while food additive legislation was moving slowly, it was nevertheless inevitable.

He outlined problems that would be faced by the flavor industry if the legislation passes in its present form.

Joseph D. Becker, of the Allied Chemical Corp., New York City, discussed the legal aspects of chemicals in foods.

He said FEMA supported H. R. 6747 in principle, but with some important modifications.

Dr. J. A. Zapp, of E. I. DuPont DeNemours & Co., Wilmington, Delaware, said that the goal of industry in testing for toxicity is not to prove that a material is a poison, but rather to demonstrate that it is safe for a proposed use.

The Chemists Breakfast, now firmly established as an FEMA convention tradition, was held the morning of the final day.

The essential oil industry is about to undergo tremendous changes, Dr. Ernest Guenther, of Fritzsche Brothers, Inc., New York City, told the convention. This will apply especially to analysis of the oils, he explained.

Dr. Guenther used color slides to supplement his remarks on the production of spice oils in the West Indies. He also presented a sound film in color on the growth and production of essential oils in Africa.

Gert Keller, president of the Essential Oil Association, declared that in spite of all the new analytical tools, we are still confronted with the question of flavor values in buying essential oils, values which cannot be defined by physical standards alone.

Guy C. Bates, of the Bates Chemical Co., Lansdowne, Pa., won the 49th annual golf tournament, giving him his second leg on the President's Cup, donated by Neumann, Buslee & Wolfe in honor of the late John Buslee. Another victory will give Mr. Bates permanent possession of the cup.

Social events began with the Suppliers' Hospitality Party Sunday afternoon, and wound up with the President's Reception and annual banquet Tuesday evening.

Jay Russell heads advertising

for Chock Full O' Nuts Corp.

Jay M. Russell has been appointed advertising manager for the Chock Full O' Nuts Corp., William Black, president, has announced.

Before joining Chock Full O' Nuts, Mr. Russell was advertising and sales promotion manager for Grand Union, television and radio director for the Koretz Advertising Agency, Newark, N. J., and public relations director for WDTV, now KDKA-TV, in Pittsburgh.

Mr. Russell also served as broadcasting operations consultant to four television stations.

Only 7% in Arabicas

Only 7.2% of the total area planted to coffee in the Philippines is of the Arabica variety.

Voluptuous berry

"Voluptuous berry! Where may mortals find
Nectars divine that can with thee compare . . .?"

—From a sonnet by Francis Saltus-Saltus.

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coffee surpluses and hemispheric stability

(Continued from page 15)

material. Of course, we continue to search and hope, but so far science has no answer for us. And so we are faced with the fact that many of the techniques to handle surpluses of other products, whether industrial or agricultural, will not work for coffee.

There remains, nevertheless, yet another approach, one that in fact is already in use to maintain an orderly market for various commodities which—like coffee—are important in international trade. And coffee, may I add, is second in value in world trade today only to petroleum.

Take wheat, for example. Here, the International Wheat Agreement fixes maximum and minimum prices, and international trade is carried on freely through normal channels while the price remains within the established limits. If it rises above or falls below them, machinery comes into play to restore the agreed levels.

The International Sugar Agreement likewise permits the product to move through the normal trade channels, adjusting basic export quotas assigned to the participating exporting countries to maintain prices within an agreed range. The United States Sugar Act provides additional protection for several countries, specifying the participation of each in the United States market, at prices considerably in excess of world prices.

Now I am not suggesting that any one of these various plans is precisely what is needed to save the coffee industry. But I do know that we cannot postpone the setting up of a world coffee program.

Remarkable effort

Looking at this matter with the knowledge we have today, we can all regret that united action of the producing and consuming countries was not initiated several years ago. At that time, it was already clear to the producing countries of Latin America that serious trouble was ahead, and we did not hesitate to say so. However, various reasons prevented others from accepting our viewpoint, and so we had no choice but to attempt on our own such remedies as were in our power.

Following various stop-gap arrangements in the previous years, all of the principal countries of Latin America came together last year in the Mexico Agreement, which binds us to maintain an orderly flow of coffee to the consuming countries, as well as to store a prescribed proportion of our exports. Some of us, in fact, have accumulated further stocks of coffee surplus to market demands, to a point that taxes our respective national economies.

This has been a remarkable effort. You will forgive me if I pay a tribute to all these Latin American countries, countries with tremendous demands on their limited financial resources. They have done a wonderful thing for the coffee industry by preventing chaos in the market during the past several months. They have shown that they have reached a maturity and a sense of community and international responsibility almost impossible of achievement a few years ago.

At the same time, we have been concerning ourselves with long term issues. We are convinced that basically the future is bright for the coffee industry, that there is an immense potential consumption in every country as yet un-

touched. Accordingly, practically all the producers of both hemispheres met early this year in Rio de Janeiro and set up an International Coffee Organization, with the primary function of stimulating greater consumption of coffee in all parts of the world.

You are well aware of the benefits a continuing promotion program can bring to the coffee industry. Even in the United States, one of the highest per capita consumers, much remains to be done—in fact, much lost ground remains to be recaptured. Just think what a difference it would make for the industry, if for example, we could get the average housewife to realize that the coffee she makes is not as good as that her mother made, for the simple reason that she is trying to get 64 cups to the pound of coffee, while her mother knew that to make good coffee you brewed 45 cups to the pound.

Spreading the burden

Such developments will nevertheless take time, and here and now we have our concrete problems which cannot be postponed. As I said, some of the coffee producing countries have been carrying the entire burden. But there is a limit to what they can do, particularly because in the nature of things, other producing countries each year improve their relative position without sharing the burden. For if some countries are free to deliver their entire production while others bind themselves to retain a proportion in the form of reserves, the former not only fail to pay their share of the cost of maintaining market stability, but each year increase their proportion of the total market. Such a situation cannot endure.

The Mexico Agreement countries were conscious of this problem and accordingly recognized that the Agreement was merely an emergency one, to maintain stability until such time as an all embracing arrangement could be worked out. It would be impossible for them to continue to hold the umbrella over their competitors indefinitely.

Let me put it another way. Since the beginning of last year, Colombian coffee has declined 20¢ per pound. You can understand the impact on Colombia's economy, when I tell you that this means, at today's prices and current export volume, a loss of income to my country at the rate of \$140,000,000 yearly. Lower prices have likewise meant losses of substantial amounts for the other Latin American producing countries. For all of them the impact was tremendous, especially when you remember we are talking about countries whose people already had living standards not much above subsistence levels.

What would happen?

If the dam provided by the Mexico Agreement were to burst, causing the market to flood with coffee in excess of its capacity to absorb, there is no knowing to what level prices might fall. But I do know what would happen in Latin America, because coffee affects, directly or indirectly, the lives of 145,000,000 people in those countries. The responsible leaders of the coffee producing republics have been concerned with nothing else since the coffee crisis threatened to undermine their economies.

Our countries are experiencing vital social changes. The masses of the people, after living for centuries on an extremely low level and removed from contact with world commerce and world ideas, are rapidly awakening to a sense of their strength and of their possibilities. They are be-

(Continued on page 63)

"new ground" for coffee

(Continued from page 13)

must legislate along the grain of economic fact, and not against it. We must use market forces in solving this serious national problem, not try to suspend them."

As has been seen in this country, the case for government intervention in agriculture derives from the difficulty of adjusting supply to sudden changes in demand, and vice versa—demand to sudden change in supply.

The world cannot afford both high prices and high production. It would appear, therefore, that if the producer is to receive a fair price for his commodity, then he should take steps to control the amount exported. This will not solve the immediate problem, but it will do much to prevent its recurrence.

Indications are that some of the more important coffee producing countries are considering, or actually are introducing, measures to remove from the market coffee that is considered too poor, quality-wise, for consumption. This is a praiseworthy step. Quality should be upgraded, and this is an ideal time to initiate such a program. It is estimated that this amounts to 10% of the total crop in a country like Brazil. This is likewise an opportune time to increase consumption in the producing countries and thus draw off some of the excess stock. The coffee producing nations are among the lowest per capita consumers in the world.

Difficult decision

To change the natural laws of economics, to continue to restrict the free trading system that has been a great factor in developing the New World, and to impose controls would be a most difficult decision, since it would be tantamount to the dismissal of many of the economic theories which we hold in the highest regard. However, if a hard choice must be made, it should be made in favor of our friends and allies of the Free World. If restrictions and regulations will correct the economic and financial problems caused by surpluses, then the governments of the Free World should give them due consideration.

This is an international problem that can be solved only by sovereign nations on an international basis. We in the United States coffee industry recognize the dislocations to our industry inherent in such a policy, but it is a calculated risk. If it can become the foundation for a *sound* economic policy that will include a *fair* return to the coffee producer of Latin America and Africa and *provide* coffee to the U. S. consumer at a *fair* price—only then is it worthy of consideration.

For some years now the U. S. industry has imported and sold annually about 20,000,000 bags of coffee. Since 1949, the cups-per-pound situation has worsened. It has gone from 46 cups per pound in 1949 to 64.6 cups per pound in 1957.

While more cups of coffee per capita are being consumed, actually less pounds of coffee per capita are being consumed.

If the mounting surpluses of green coffee present grave problems to statesmen, they have made at least one aspect of the business considerably simpler. That aspect is the selection of an appropriate theme for promoting in-

creased coffee consumption here in the United States. The theme, of course, is better-brewing, and there was never a better time for a united, industry-wide effort to improve the American homemaker's coffee-making habits.

There is no excuse today to justify the brewing of an unpalatable and watery beverage. Retail prices are currently the lowest they've been in four years. Now, if consumers are diluting coffee, it is because they're in the habit. It's even possible that some have forgotten how to brew coffee properly—or have ceased being able to recognize a full-bodied cup when they taste one. And, of course, other consumers, unfortunately, have been influenced by some roaster advertisements which are a far cry from the 40 to 45 cups recommended by the association's own Brewing Committee and The Coffee Brewing Institute.

Cup sample

It seems to us that no forward-thinking businessman would deliberately offer a poor sample of his product to a consumer. In the case of a sample cup of coffee, it's supposed to say: "Taste me. I'm the quality you can expect every time you buy my name brand." And that sample, if it is to do its job, had better offer quality.

But look what actually *is* happening to the average sample of a cup of coffee. Surveys show that the consumer is brewing it at 64 cups to the pound. Why do we let him continue to do so? Why do some of us *encourage* him to do so? We have always called ourselves a *service* industry. We would serve both the consumer and ourselves far better if we join in the united campaign to get consumers to drink a full-bodied cup of coffee every time.

The National Coffee Association has sent a special mailing to all roaster members serving retail outlets. The mailing proposed that roasters do one of three things; namely, use brewing instructions printed on an insert-outsert, or on the paper bag or one-pound vacuum tin, or enclose a coffee measure in each bag or can.

Is one-half billion roasted pounds of new coffee business worth going after? That's the amount of additional coffee that would be used if American consumers started brewing coffee at 46 cups to the pound, instead of their present 64.6 cups. We seek 100% support for the campaign. We do not have to be the victims of blind forces—rather, let's make the trends that we live with.

In view of looming surpluses of green coffee, and considering the receptive consumer attitudes toward current retail prices, we are convinced that this is the year for every roaster in the trade to consider adding his influence and support to the campaign for better brewing.

Free slide rule for coffee, tea executives

Slide rules are not *just* for engineers. A new circular slide rule is also handy for coffee and tea men, as well as other executives. What it amounts to is a convenient, pocket-size calculator.

Operation of the rule is simple, and results are accurate. You can use it to multiply, divide and find proportions. Instructions are included with each slide rule.

A slide rule will be sent free by the General Industrial Co. to executives and engineers. Just drop them a line at 5738 Elston Avenue, Chicago, Chicago 30, Ill.

If you're not an executive or an engineer, send along 50¢.

San Francisco Samplings

By MARK HALL

■ ■ In covering the coffee situation here with the green men, there seems to be considerable confusion on the situation. It is difficult to find out just how things are working out. Consignment of green coffee by the IBC is a reality, many of them say, and indicate there are thousands of bags of Brazils on the way here. What is definite is that steamship lines, which were starving for coffee cargo earlier in the year, are now bringing it in with shiploads up to 42,525 bags. One third of that was a good load in earlier months.

It is the in-between season for Centrals. Countries like Mexico and San Salvador have filled their quotas until July. It is said that Brazil has plenty of coffee to sell under her quota. Roasters had been holding back in the past, in fear of market breaks during the time it takes for shipment.

Shipments of Brazilian coffee to the Pacific Coast, up to May 31st, are 452,494 bags below last year.

■ ■ Bill Nichelmann, awaits only the sale of his home in Oakland to be on his way to Guatemala City to take charge of the S. F. Pellas Co. local office, Commercial International, S. A., known throughout Central America as CISCA.

Bill has been with Pellas for 21 years, and has lived in Central America. In fact, his wife, Esther, is from San Salvador, so when he says he likes Latin American people and the life there, he means it. Two of Bill's children are grown up and married, with children of their own. A younger boy and girl will go with them. His wife is delighted with the idea of going back to what is home to her, but she will miss the close ties here with the two children and the grandchildren.

CISCA is a good-sized operation in Guatemala. They are importers of agricultural machinery, equipment and fertilizer, and exporters of coffee. Pellas also has an office in San Salvador.

Bill says that Guatemala City is metro-

politan, with educational and other facilities of any big city.

He will be a busy man in his new job, but should, as time rolls along, have opportunity now and then to visit his old friends around California and Front Street.

■ ■ Weldon H. Emigh had an attack last month and spent some time in the hospital. The last word received was that he was home and doing very nicely. After a rest he expects to be back on the job.

■ ■ Cedric Sheerer was all set for the PCCA convention when, on Friday even-

THE DAY OF JUDGEMENT

By Mark Hall

See

"Mark my word"

on Page 18

ing, just before time to leave for Del Monte, he had a sudden call from the hospital, pinning down the time for an operation. After the operation and a short stay in the hospital and at home, he was back on the street again, selling coffee. Ced may have missed a chance to set a golf record, but he would have had some pretty stiff competition.

■ ■ There has been considerable moving about in the green coffee district of late. John Pollaro moved his Hard & Rand office to 23 California Street. Jack Schimelpfenig and Bill Fenerin are going with Anderson, Clayton Co. into Hard & Rand's old office at 220 Front Street.

■ ■ Ed Spillane was in Los Angeles last month to meet M. A. Bartlet, of Leechman & Co., Ceylon. Ed covered the trade in Los Angeles with him.

■ ■ P. C. Irwin, Jr., vice president of Irwin-Harrison-Whitney, Inc., was in San Francisco last month for a few

days. Paul Ahrens was in Japan, and John Siegfried was holding down the office in his absence.

■ ■ Bob Sweeney, of the Portland office of Folger's, was in town last month. Bob Sowell, advertising manager of Folger's, and King Harris, of their advertising agency, spoke before the San Francisco Advertising Club on the success of the Folger's Instant Coffee campaign. It won a "Top Promotion of the Year" award from Food Topics and Food Field Reporter, trade publications.

■ ■ The Grace Line Coffee Party will be held at Orinda Country Club on September 12th, 1958. It is anticipated by coffee men as one of the outstanding parties of the year.

■ ■ Coffee factories don't make a coffee business. They can be passed around freely, that is, if one has the money. For example, Maxwell House Coffee moved to the Bay region and sold their plant to Ben Hur. Then McCormick & Co. bought out Ben Hur and soon sold the plant to M. Smooke, who in turn bought out the name and business of Wellman Coffee, of San Francisco. Later he closed down the San Francisco plant of Wellman and bought out the McCormick plant which had been owned by Ben Hur and originally by Maxwell House. Mr. Smooke is president of Ladies Choice, an organization which manufacturers vinegars, pickles, Purex—and now coffee.

Jack Leach has been busy making demonstrations up and down the coast. He gave a quantity brewing demonstration in March before the Golden Gate Breakfast Club, San Francisco. When he was through, they asked him to join the club, evidence of their interest in what he had to say.

Other appearances were before the MJB regional staff at Portland and Seattle; a class on institutional management at the University of Washington; the Idaho State Restaurant Association convention at Boise; the San Francisco Business League; and the National Restaurant Association convention.

Future CBI programs here include presentations to: Bertola Assembly of California Women's Clubs, San Francisco Colony of New England Women, Women's Legislative Council, Film Colony Club, Landmarks Council, Philomath Club, California Club of California, Women's Club, Western Women's Club.

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New York News

■ ■ One of the largest of all groups of golfers, softball players, poker and assorted card game addicts descended on the Hackensack Country Club, Oradell, N. J.

The occasion was the Green Coffee Association's annual outing.

More than 350 members and guests of the coffee and allied trades gathered for the affair. As usual, a bright, sunny day greeted them, although high winds raised havoc with the golfers and softball players.

On the links, those who normally sliced found they were hitting hooks and vice-versa. Scores skyrocketed, tempers shortened and the language sounded as though broken golf clubs were being strewn all over the fairways and roughs.

To top it all, someone did young Carlos Trueba dirt. A trick golf ball was substituted for his regular one on the first green, unknown to Carlos. His putts skittered all around the green, but he didn't catch on. Still using the trick ball, Carlos teed off for the second hole. His drive started over the water, straight for the flag. Suddenly, the ball took a dying-swan dive into the drink. From that point on, Carlos' game was ruined—or so he claimed.

At the softball field, the outfields needed something a little stronger than beer, after chasing windblown fly balls. The double-header was well-played, considering the handicaps. Clayton Mount and Ralph (Call me Casey) Lombardi managed the teams and wound up with an even break.

Some of the more rugged ballplayers started a third game, but by that time even most of the spectators had had enough.

The next day, Front Street and the nearby vicinity saw coffeeemen trooping to work with the usual assortment of aches, bruises and charley horses.

Prizes for the day's activities highlighted the dinner session. Cornelius Hagers took the Silver Cup for members' low net with a prize-winning 68.

Other low net winners were J. Smith, H. Horwitz, J. J. Schwartz, J. A. Sim, J. Scates, L. Judd, G. Heddon, R.

Schlegel, E. Roger, S. Heron and T. Dannemiller.

Guests' low net was captured by Hugh Markey. In addition, G. Henschel, D. Sweet and J. Fee copped honors in this category.

In the competition to put the ball nearest the pin, V. Hogan was the winner. D. B. Spence and J. Sherman were the other winners in this division.

Kickers handicap prizes were captured by T. Hasegawa, S. Wade, W. Mounger, G. P. Bott, J. J. McFall, J. Fee, E. M. Zullo and A. L. Christensen.

Weyland Morse broke at least one golfer's heart by winning the raffle. The prize was a matched set of golf clubs.

Softball prizes were taken by J. P. Norton, Jr., W. Acerino, G. Tomb and R. Lombardi.

A dozen of the diners went home with door prizes. The list included A. Wagner, O. De Chiara, W. Muller, W. Mounger, T. Dannemiller, J. Mulvaney, W. Stephenson, T. Nielsen, J. Kellner, J. Bederka, P. Seebach and V. Horan.

Fred Byers, president of the Green Coffee Association, presided at the dinner. All present agreed that a vote of thanks was due the hardworking committee, which consisted of Fred Schoenhut, Jack Malone, Durand Fletcher, Richard Kolm, Fred Kohn and Jack Toomey.

Their groundwork helped pave the way for a successful day.

■ ■ The Tea Club held its final spring meeting, at the Antlers Restaurant.

About 80 members of the tea trade and their guests gathered for the affair, which had a Flag Day theme.

In addition to the rounds of cocktails and a fine dinner, the members were treated to a talk by Dick Frank, of Jacobus F. Frank. Dick had just returned from a trip to Indonesia and gave his impressions of conditions in that country.

Bill Felton gave another of his inimitable renditions of the now-famous "Alouette". The group joined in good-naturedly, even coming in on cue once

in a while.

As usual, many of the diners went home with door prizes donated by Tea Club members. An extra special prize was donated by R. P. ("Aren't I a Devil?") Thomas—the names, addresses and phone numbers of all the ladies present.

■ ■ One of the coffee industry's most respected and best liked men, Louis Blumberg, died recently at the age of 61. Attendance by coffee men at the funeral was a striking indication of the regard in which he had been held.

He joined J. Aron & Co., Inc., in 1918, and had been secretary-treasurer for many years.

A leader in coffee industry affairs, he served on numerous committees of the New York Coffee & Sugar Exchange and the New York City Green Coffee Association.

During the war, he was a source of top level counsel for the Army on the handling of its requirements, and he also worked with OPA and trade groups on the coffee problems of the time.

He is survived by a wife and three sons.

■ ■ Members of the coffee trade were among those who inspected the Grace Line's new Santa Rosa.

The new liner, designed as a cruise ship and cargo carrier, was greeted with a traditional New York welcome when she arrived in port from her Newport News, Va., shipyards.

The Santa Rosa, a 20,000-tonner, with a speed of 20 knots, offers the latest in cargo-handling devices, including, in addition to the conventional winches and booms, automatic conveyors and elevators operating through eight sideports.

The ship's home port will be New York. Her itinerary will include stops in La Guaira, Curacao, Kingston and Jamaica.

■ ■ David Rossman, of the Beekman Street coffee roasting company bearing his name, has been making the grand tour of western Europe, accompanied by Mrs. Rossman.

They sailed on the Liberté early in June for the six-week trip, which was to take in France, Switzerland, West Germany, Holland, England and, of course, Belgium and the Brussels Fair.

Dave is, of course, checking the coffee along the way. That's something a coffee man can't help doing. It'll be interesting to get his views on what he finds.

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New Orleans Notes

By W. MCKENNON

■ ■ Harry X. Kelly, president of the Mississippi Shipping Co., Inc., was named Louisiana's "Maritime Man of the Year" at the annual banquet of the Propeller Club of the Port of New Orleans at the Roosevelt Hotel, marking local observance of National Maritime Day.

Mr. Kelly was the principal speaker at the banquet of the Propeller Club at Baton Rouge, and was represented at the presentation ceremony by N. L. Caruthers.

Mr. Kelly was cited for furthering the cause of world trade to and from the ports of Louisiana and the ports of the world, and for promoting commerce between Louisiana and the United States.

■ ■ In July, the Delta Line is inaugurating weekly steamship service from Paranagua to New Orleans and Houston. The luxury liners Del Norte, Del Sud and Del Mar are augmenting the freighter service from Paranagua with regularly scheduled calls, commencing with that of the Del Norte at Paranagua on July 7th. These ships reach New Orleans in 16 days from Paranagua, via Santos, Rio de Janeiro and Curacao.

■ ■ New officers of the Propeller Club elected for the coming year include Larry Guerin, in charge of publicity for the Lykes Bros. Steamship Co. here, and R. H. McCracklin, secretary-treasurer of the New Orleans Board of Trade, Ltd.

Mr. Guerin is first vice president of the Club and Mr. McCracklin is secretary.

■ ■ James S. Levy, vice president of J. Aron & Co., Inc., accompanied by Mrs. Levy, returned to his office early in June from a 16-day Caribbean Cruise aboard the Alcoa Clipper.

■ ■ Mr. and Mrs. Larry Israel and family have returned to their home in Brazil following a visit to New Orleans.

■ ■ Mr. and Mrs. Jack Marks are spending a spring vacation in Florida.

■ ■ Mr. and Mrs. Lewis Schlesinger, of James W. Phife & Co., Inc., New York City, were recent visitors in New Orleans, en route to the Pacific Coast. While here, Mr. Schlesinger made his headquarters at the offices of W. D. Roussel & Co.

■ ■ Commander W. K. Trimble, gen-

eral manager of the Liberia Co., Monrovia, South Africa, visited New Orleans recently. While here, Commander Trimble made his headquarters at the offices of the Mississippi Shipping Co.

■ ■ R. N. Nash has retired after many years spent in the coffee business, and his offices have been closed.

■ ■ Albert Schaaf of Stewart Carnal & Co., Ltd., is away from the office for an early vacation.

■ ■ Mr. and Mrs. Tom Buckley, of Buckley and Forstall, are accepting congratulations upon the birth of their son, Thomas Buckley, III.

■ ■ A. J. Forstall, of Buckley and Forstall, has returned from a trip through the Southwest on business for his firm.

■ ■ Sam Wade, assistant traffic manager of the Mississippi Shipping Co.'s New York City office, was a recent business visitor in New Orleans.

■ ■ Many local coffee men are planning to attend the fall meeting of the Southern Coffee Roasters Association in Memphis.

St. Louis

By LEE NOLTE

■ ■ The spring tournament of the St. Louis Coffee Club was played over the Normandy Golf Club course with a bang.

The low gross score of 76 was by Harold Schmidt, of the R. C. Can Co. Other golfers who won prizes were H. L. Duhart, Packaging Equipment Co.; Walter Landsmann, formerly of General Grocer and now retired; Charles Bartliff, advertising agent; William P. Byrne, buyer at Star Coffee Co.; Joe McKenna, McKenna Co.; Ray Wraburn, American Can Co.

As usual, a very fine steak dinner was served at the club and enjoyed by all.

■ ■ A foursome is being selected for the inter-club fall tournament to be played at the rolling Green Country Club in Chicago on August 19th. The names will be announced in the next issue.

■ ■ The September outing of the St. Louis Coffee Club will be held at Normandy Country Club September 18th; the Christmas party at Le Chateau December 17th.

Please record these dates in the little black book, and if in St. Louis, come on out.

Chicago

By HARRY LANE

■ ■ The Interstate-Chicago Coffee Corp. leased from the Exchange National Bank the one-story building at 1600 South Ashland. The building contains 12,500 square feet and will be used as general offices and for the distribution of vending machine products.

■ ■ Dr. Askel Olsen, of the General Foods Corp., was elected president of the Institute of Food Technologists at the Chicago Convention in the Palmer House. Dr. Arthur M. Prater, of the Gentry Division, Consolidated Foods Corp., Chicago, was named treasurer of the 5,000-member IFT.

■ ■ The Jewel Tea Co. held their annual route sales manager meeting at the Edgewater Beach Hotel, with 125 managers in attendance. Plans for the current year's operations were under discussion, with talks from the various executives of the company.

Southern California

By VICTOR CAIN

■ ■ John Roddy, of the S. F. Pellas Co., San Francisco, recently came to Los Angeles to call on the local coffee roasters. While here, John made his headquarters at the offices of H. O. Knecht & Co., their representatives for Southern California.

■ ■ Jean Abile-Gal, of Paris, and Abidjan, was in Los Angeles for a brief visit. He was introduced to the coffee trade by Walter Dunn, of Otis McAllister, who represents them for sales of green coffee in the United States.

■ ■ Carl Kemp, of B. C. Ireland, Inc., San Francisco, came to Los Angeles to call on the local coffee roasters.

■ ■ Don Harvie, of Hard and Rand, Inc., Los Angeles, was wearing a wide grin and passing out cigars to announce the arrival of their second child. Baita and Don have named their new son Robert Marshall. He weighed in at 7 lbs. 13 oz. Both mother and child are doing very nicely.

Congratulations to you both from all the coffee trade!

■ ■ Herb Knecht, of H. O. Knecht & Co., had a visitor in Southern California from Nairobi, Kenya, British East Africa, a Mr. Ross, who represents Edm. Schluter & Co., Ltd., London, England. While here, Mr. Ross was introduced to all the local coffee roasters. He also saw many of the wonderful sights in this area.

■ ■ Mr. and Mrs. Bill Morton, of W. J. Morton, Inc., accompanied by their son and daughter-in-law, spent several

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days at Santa Barbara before their departure for the Pacific Coast Coffee Convention at Pebble Beach.

■ ■ Another great Pacific Coast Coffee Association convention has been completed. Winner in golf from the Southern California area was Earl Lingle, Lingle Bros. Coffee Co., with a low gross score of 83. With his joining up with Don Harvie, Hard & Rand, Inc., for the Calcutta Tournament, they placed second with a net score of 63 for team play.

Earl's score of 83 enabled him to win the annual PCCA trophy, plus the Pan-American Coffee Bureau trophy.

Those attending the convention from Los Angeles included: Ted Lingle, Earl Lingle, Andy Moseley, Dick and Lorrie Moseley, Tom Halpin, George Smith, Don

Harvie, Bill Gloege, Walter Dunn, Bill Morton, W. R. Morton, H. O. Knecht and Vic Cain.

Again we say, it was a very fine convention, under the wing of Ed Manning, retiring president, and able Margaret Rauchle, secretary of the association.

We are looking forward to next year's convention.

■ ■ Earl Lingle, Lingle Bros. Coffee Co., was elected to the board of directors of the Pacific Coast Coffee Association, to represent Southern California for the 1958-59 term.

■ ■ Hernando Urreta, of Leonidas Lara & Sons, Inc., New York City, came to Los Angeles for a short stay, after attending the Pacific Coast Coffee Association convention.

■ ■ Mr. and Mrs. Ted Lingle and Mr. and Mrs. Bill Waldschmidt spent a long weekend in Las Vegas, enjoying the many top shows in that area. While there, they tried their hands at the games of chance . . . but really did enjoy the shows.

■ ■ H. O. Knecht, H. O. Knecht & Co., was elected to the board of directors of the Pacific Coast Coffee Association, representing the green division.

■ ■ Mr. and Mrs. Oswaldo Ferreira and their sister-in-law were visitors in Los Angeles. They enjoyed a tour of the movie studios and some of the surrounding Southern California highlights.

Mr. Ferreira is the head of the FERCAF, Santos, Brazil. While in Los Angeles, he made his headquarters at the office of Otis McAllister.

Coffee surpluses and hemispheric stability

(Continued from page 57)

coming organized in labor unions and political parties. Because of the marvelous development of radio, television, motion pictures and other communications, they are exposed not only to currents of thought but even to vivid representations of life in all parts of the world. They are shown the comforts and benefits enjoyed by people in more highly developed societies, and they naturally feel the desire to share in these, even if they have often little realization of the factors involved in attaining their dreams. And, as you readily understand, in this early stage of social development, they can easily be swayed and deceived by rumors and promises.

This, as I said, constitutes a major factor in every decision our governments make. We welcome the progress which it represents and we are straining our resources in order to encourage the uplifting of the masses so that all our citizens may enjoy the good life. But we cannot fail to be conscious of the dangers involved in our situation. An economic setback at this point may easily unleash forces of hatred and destruction. It could topple governments friendly to the United States. I need not tell you that the forces dedicated to the overthrow of the entire free world would gladly take advantage of such a situation.

As you know from headlines in your daily press, subversive elements are already actively fermenting dissension between our countries. Up to now, we have been able to keep them in check, apart from one or any other incident which has been deeply humiliating for all decent Latin Americans, but fortunately without grave consequences.

I do not think that I need dwell further on these threats to our common way of life, because your own government already recognizes that a very grave situation exists in Latin America, and that procrastination may have serious consequences not only for the area but for the United States itself and the whole free world.

From the various statements of high officials of your government, it is clear that it fully recognizes that coffee faces economic perils which seriously affect the United States and its neighbor republics of the Western Hemisphere,

and that the United States is engaged in a review of policy in order to find a solution.

This is naturally most gratifying to the coffee producing countries, and is—I am sure—equally gratifying to the coffee trade.

Ultimately, all of us in the coffee industry have the same purpose: a prosperous industry, an expanding industry, an industry that is making its contribution to a strong and free Western Hemisphere.

world tea production rising

(Continued from page 42)

lbs., compared with 14,500,000 lbs. during 1956 and 925,000 lbs. during the prewar (1935-39) period.

Mauritius is steadily increasing its tea production. During 1956, production rose to 1,500,000 lbs., an increase of 200,000 lbs. over 1955. Production in 1957 is estimated at 2,000,000 lbs.

Production in the Belgian Congo is still small, but increasing. About 90% is used locally by the natives, who prefer tea to coffee. All of the tea produced is grown by European farmers.

During 1957, about 6,600,000 lbs. of tea were produced in the Belgian Congo, an increase of 50% over 1956.

Tea production in Uganda is continuing to increase. Production in 1957, according to preliminary estimates, reached 8,000,000 lbs. This is 2½ times as much as 1956 production. During the prewar (1935-39) period, during the 1946-50 period, and 1,200,000 lbs. above the production averaged 413,000,000 lbs.

Argentina's tea industry, while still in its infancy, has grown rapidly. Production during 1957 is estimated at 4,000,000 lbs., compared with 3,600,000 lbs. in 1956, 1,400,000 lbs. in 1955 and an average of 228,000 lbs. during 1946-50.

Morning coffee

*"I can even rise above discombobulated love,
I can stand a lady's sublimated scorning,*

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—From "Grounds for Complaint," by Berton Braley.

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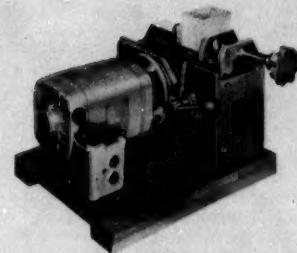
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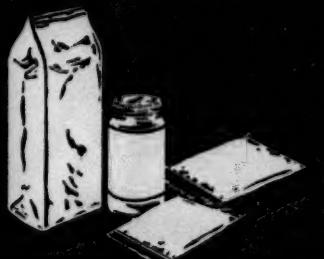


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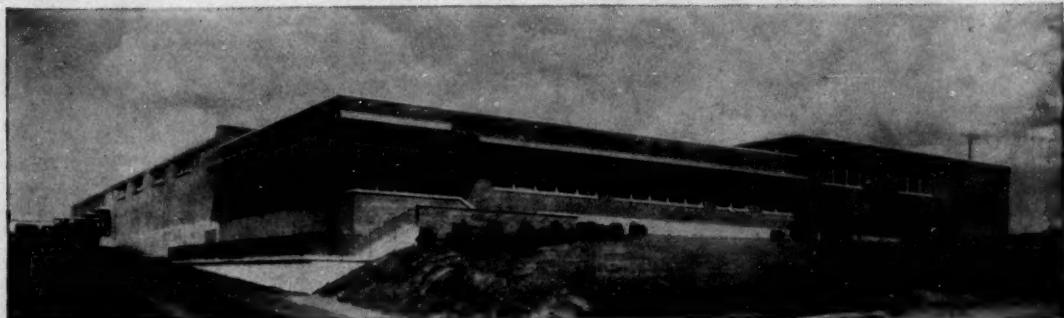


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